

# Group & Individual Marketing News Bulletin



South Carolina

BlueCross BlueShield of South Carolina  
is an independent licensee of the  
Blue Cross and Blue Shield Association



## ARCHIVES

You may access marketing bulletins from 2001 to present in the "I Am An Agent" portion of our Web site, [www.SouthCarolinaBlues.com](http://www.SouthCarolinaBlues.com).

## NEW ADDRESS?

If your contact information changes, including e-mail address or fax number, please e-mail us your updated information to [grpandindv@bcssc.com](mailto:grpandindv@bcssc.com).

## ORDER SUPPLIES

To order BlueCross supplies on COIN, visit our Web site at [www.SouthCarolinaBlues.com](http://www.SouthCarolinaBlues.com), and select *I Am An Agent*. Then, select "Order Supplies" under *Resources*.

## QUESTIONS?

Contact your marketing representative at 1-800-288-2227 ext. 42328 if you have questions.

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## 2009 Medicare Advantage and Medicare Part D Certification

***Agents must be certified every year  
to sell or receive commission on  
these products.***

We are very excited about the advancements in our Medicare Advantage products we will offer to you and your clients for 2009. These include a state-wide PPO network and state-wide zero premium products. Because of these exciting changes, we want to make sure agents are properly educated on Medicare Advantage and Medicare Part D. As such, the Learning Management System (LMS) certification for 2009 Medicare Advantage and Medicare Part D prescription drug plans will be available to agents starting September 17, 2008.

Certification for 2008 Medicare Advantage and Medicare Part D plans is no longer available.

These certification courses are not required for agents to write Medicare supplement products.

Listed below are the available training courses:

Course Name	Test Name
Basic Understanding of Medicare & Medicare Advantage 2009 – Course	Basic Understanding of Medicare & Medicare Advantage 2009 – Test
Part D – MedBlue Rx <sup>SM</sup> & MedBlue Rx <sup>SM</sup> Plus 2009 – Course	Part D – MedBlue Rx & MedBlue Rx Plus 2009 – Test
PFFS – Medicare Blue <sup>SM</sup> Private 2009 – Course	PFFS – Medicare Blue Private 2009 – Test
PPO – Medicare Blue <sup>SM</sup> & Medicare Blue <sup>SM</sup> Plus 2009 – Course	PPO – Medicare Blue & Medicare Blue Plus 2009 – Test

The courses and tests are located in My Business Manager and are listed under the “In Progress Training” category on the left side of your LMS home page. Simply select the green arrow next to the desired course or test.

Every agent is required to complete the course and test entitled “Basic Understanding of Medicare & Medicare Advantage.” They must score at least 85 percent or above on the test and either fax back the Letter of Intent and Code of Conduct or submit electronically via LMS. Following that, the agent must complete the course and test for each product they wish to sell and score at least 85 percent or above for each test.

**Commission will not be paid to any agent who has not been properly certified.**

Examples:

- Agent John Smith takes all four courses. He earns a score of 90 on Basic Understanding of Medicare & Medicare Advantage 2009 and Part D – MedBlue Rx & MedBlue Rx Plus 2009 but earns scores of 75 on PFFS – Medicare Blue Private 2009 and PPO – Medicare Blue & Medicare Blue Plus 2009. John Smith can only sell and earn commission on Part D.
- Agent Jane Smith takes Basic Understanding of Medicare & Medicare Advantage and PFFS – Medicare Blue Private 2009 and earns a score of 90 on each but does not fax back her Letter of Intent and Code of Conduct. Jane Smith cannot sell or earn commission on any of the products.

Each agent is allowed **TWO** attempts to pass each test. If the agent does not pass the test on the second attempt, the agent will not be able to write the product and may not be able to write any of our Medicare Advantage products.

Marketing materials will be available through COIN and on our Web site, [www.SouthCarolinaBlues.com](http://www.SouthCarolinaBlues.com). You will have access to the marketing materials on COIN only after you have been certified. On November 15, 2008, BlueCross will begin accepting applications for effective dates of January 1, 2009.

For more information, please contact:

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