

# 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 2008 to present in the Agents 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 *Agents*. Then, select "Order Supplies" under *Resources*.

## QUESTIONS?

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

September 1, 2009

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## 2010 Medicare Advantage and Medicare Part D Certification and Online Provider Directories

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

We are very excited about the Medicare Advantage products we will offer to you and your clients for 2010. These include a 24-hour Nurse Advisor Hotline and, for the second year, statewide 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 2010 Medicare Advantage and Medicare Part D prescription drug plans will be available to agents starting September 1, 2009.

There will be several changes to our 2010 certification requirements.

- **Certification opportunities will last from September 1 through October 19, 2009. All certification must be completed during this time.** After October 19, 2009, there will be no certification offered until we launch certification for 2011. These changes are to ensure that all agents complete certification before they begin accepting any Medicare Advantage applications.
- The Certification courses are now comprehensive and have been modified to provide complete Medicare Advantage training and certification for all plans offered.
- There is a test after each course and a comprehensive final test. Agents must pass all tests with an 85 percent or higher.

Here is a listing of the required training courses, tests and documents that must be completed in order to achieve Medicare Advantage certification:

- Health Plans Training and Test for 2010
- Medicare Overview Training and Test for 2010
- Sales and Marketing Ethics and MIPPA Training and Test for

2010

- Medicare Advantage Recertification Final Test for 2010
- Medicare Advantage Letter of Intent and Code of Conduct for 2010

The courses, tests and documents are located in My Business Manager<sup>SM</sup> 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. We strongly recommend that agents pay close attention to the course work before attempting to take the test.

Every agent must also submit electronically via LMS the Letter of Intent and Code of Conduct in order to complete the certification process. **We will not pay commission to any agent who has not been properly certified.**

Examples:

- Agent John Smith takes all four courses. He earns a score of 90 on the Medicare Overview Training Test for 2010 and Health Plans Training and Test for 2010 but earns scores of 75 on Sales and Marketing Ethics and MIPPA Training and Final Test for 2010. John Smith is not certified and can not market any BlueCross Medicare Advantage plans for 2010.

Each agent is allowed ONLY **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 any of our 2010 Medicare Advantage products.

Certification for 2009 Medicare Advantage and Medicare Part D plans is no longer available.


These certification courses are not required for agents to write Medicare supplement 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, 2009, BlueCross will begin accepting applications for effective dates of January 1, 2010.

### **New Online Provider Directories for Medicare Advantage**

Agents can now create customized 2009 directories online. Directories can cover all providers across South Carolina or can be customized to show providers in a certain county, city or ZIP code. For example, if you would like to give a group a directory that showed all general practitioners in Richland County, you could create one online instantly. With this exciting feature, members can always have the most up-to-date provider information.

For more information, please contact your BlueCross representative:



Fancy Crayton – 800-288-2227, ext. 48317  
Katy Galloway – 800-463-2315  
Sherry Nicewonger – 800-288-2227, ext. 44568  
Lawrence Rush – 800-288-2227, ext. 48348  
Missy Ferguson – 800-288-2227, ext. 47424  
Stacey Funderburk – 800-476-8231, ext. 22142  
Sara Nash – 800-476-8231, ext. 22138

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