

# 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 *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 *Agent*. Then, select "Order Supplies" under *Forms*.

## QUESTIONS?

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

October 6, 2009

Vol. VII, No. 30

## Blue Healthcare Bank®

### ***Bank is leaving the health savings account administration market***

We are currently notifying all members affected by this announcement. Any member with a health savings account (HSA) with Blue Healthcare Bank will have three options:

- **Transfer funds to HSA Bank** — On behalf of BlueCross, HSA Bank administers some HSA accounts. HSA Bank is an independent company. We now recommend members use HSA Bank for all their HSA needs. We are sending an account application and transfer forms for HSA Bank to all affected members. Members are responsible for submitting all forms to HSA Bank. All Blue Healthcare Bank closure fees and HSA Bank set up fees will be waived with this option.
- **Transfer funds to the HSA financial institution of their choosing** — Members may also transfer their accounts to an HSA with the financial institution of their choosing. All Blue Healthcare Bank closure fees will be waived.
- **Cash out their accounts** — Members may cash out their accounts. In our letter, we have advised members to consult their tax professionals before choosing this option due to any possible tax implications.

Members will have until November 6, 2009, to transfer or cash out their accounts. If they take no action by November 6, 2009, Blue Healthcare Bank will send them a check for the balance of their account.

### **Commission**

Agents currently earning commission from Blue Healthcare Bank will be paid through November. If you currently do not have an appointment with HSA Bank, you will need to get one to earn commission from any accounts transferred to HSA Bank. To become appointed with HSA Bank, please visit its Web site, [www.HSABank.com](http://www.HSABank.com). HSA Bank requires agents open a minimum of five new accounts each calendar year to remain active



and receive commission. Transferred accounts will count toward the minimum.

**Please contact your marketing representative with any questions.**

---

Blue Healthcare Bank is an independent licensee of the Blue Cross and Blue Shield Association