

Group & Individual Marketing News Bulletin



South Carolina

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ARCHIVES

You may access marketing bulletins from 2008 to present in the *Agent* portion of our Web site, 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.

ORDER SUPPLIES

To order BlueCross supplies on COIN, visit our Web site at 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.

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Revised Maternity Endorsement and 2010 Pharmacy Benefit Changes

Revised Maternity Endorsement

We have revised the language in the maternity endorsement for our Personal BlueSM High Deductible Health Plan (HDHP). Members will receive the new endorsements in December.

The revised language clarifies that we pay maternity benefits at the amounts outlined in their contracts, regardless of whether or not they have met their annual deductibles. Maternity benefits are separate from a member's annual deductible and do not count toward it. This is not a benefit change, just a clarification of the existing benefit.

2010 Pharmacy Benefit Changes

Effective January 1, 2010, all new and existing groups and Individual Under 65 members will have Quantity and Dose Management programs added to their pharmacy benefits. This program is intended to manage the quantity of a drug being taken for quality and safety reasons.

The patient and his or her doctor should make quantity and dosage decisions. Additional quantities of select medications subject to limits are available when a prescriber documents medical necessity with the Caremark Prior Authorizations department prior to purchase by the member. On behalf of BlueCross, Caremark assists in the administration of the program. Caremark is an independent company that provides pharmacy benefits management.

In December, we will notify any members affected by this change. Members will receive a letter, handouts describing the Quantity and Dose Management programs, lists of the drugs that are included in each, and notices regarding Preferred Drug List (PDL) changes that will be effective January 1, 2010.

Please contact your marketing representative for copies or with questions.