

B R O K E R E D G E

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FCHP President and CEO named 2003 Business Leader of the Year

Worcester Business Journal announced in its January 26, 2004, issue that **Eric H. Schultz**, President and CEO of Fallon Community Health Plan (FCHP), has been named 2003 Business Leader of the Year.

Under Schultz's dynamic leadership, FCHP is reaching new heights. In the last year alone, we've introduced two brand-new products, including a nationwide PPO and a high-deductible rider, to complement our existing tiered HMO products. We've created value-added features, like fitness center reimbursements and a comprehensive wellness program for new parents. More providers have joined our network, such as UMass Memorial Health Care, Anna Jaques Hospital in Newburyport, and Franklin Primary Care physicians. And to top it off, we were named one of the top 10 health plans in the country for clinical excellence in 2003.

With Schultz at the helm, Fallon Community Health Plan is poised to be stronger than ever in 2004. We remain committed to the broker community and thank you for your support in making 2003 such a successful year. We acknowledge our partnership with you as a vital aspect of our continued success.

Archives of Worcester Business Journal issues are available at www.wbjournal.com.



Protector Group tops in 2003

Our relationships with brokers are vital to the ongoing success of Fallon Community Health Plan. We're excited to announce our top performers for 2003 based on new subscribers sold. Together, you've brought in a variety of new business from across the state. We look forward to working with you to make 2004 an even more prosperous year.

1. **The Protector Group Insurance Agency, Inc.**
2. Kevin O'Connor, Strategic Employee Benefit Services
3. Ken Lombardi, EBS Foran Group
4. John Flanagan, New England Benefits Group
5. Derek Schultz, Insurance Marketing Agencies, Inc.
6. Ed Meyer, Advent Insurance Agency
7. Chris Powers, Benefit Development Group
8. Bob Cummings, American Benefits Group
9. Small Business Insurance Agency
10. Jeff Clark, The Moynihan Companies



Bermuda-bound!

Congratulations to Ken Lombardi of EBS Foran Group! As the top producer for the third and fourth quarters of 2003, Ken won a three-night stay for two at the Elbow Beach Hotel in Bermuda!

Want a piece of that action? Then take advantage of our current incentives!

- The first account you sell in 2004 will put an extra **\$250** in your pocket.
- For every three accounts of 10 subscribers or more, you'll earn **\$1,000!**

A new offering

Looking for another way to help your clients support their employees? FCHP now offers an Employee Assistance Program (EAP). This educational and counseling resource enhances productivity, increases morale and saves significant dollars in lost work hours, turnover and medical visits.

Our EAP program is cost-effective and easy to implement. Simply call Maryellen O'Brien at 1-508-368-5427 to get all the details.



Combination of plans help land former account

Fallon Community Health Plans' (FCHP) new products and partnerships were instrumental in recently signing ModuForm Inc., a former client of FCHP. Delivering out-of-state coverage was essential to ModuForm, whose 87 employees reside throughout Massachusetts, New Hampshire, Illinois, New York and Pennsylvania.

FCHP was able to meet the group's needs with a combination of plans. Out-of-state employees were offered coverage through Fallon Preferred Care, our PPO product that uses the Private Healthcare Systems network of more than 400,000 providers nationwide. ModuForm also chose to offer both the FCHP Direct Care and FCHP Select Care HMO products to employees within our service area to provide a choice of doctors and costs.

According to Priscilla Jaillet, ModuForm's Human Resources Manager, the key factor in their selection of FCHP was our ability to provide coverage for both their Massachusetts and out-of-state employees while also delivering the most competitive premiums and the ability to match the PPO plan design to the HMO products offered to in-state employees.

"FCHP's overall proposal provided significant savings compared to the other quotes we received. We also wanted to offer our out-of-state employees that same level of benefits as the employees in Massachusetts, which FCHP's HMO and PPO plans allowed. Their flexibility in offering multiple plan designs, along with their competitive rates, made FCHP an extremely attractive option," says Jaillet.

With all FCHP had to offer, and in light of rates which were lower than their existing plan, ModuForm chose FCHP as a total replacement.

UMass Memorial Medical Center elects to offer FCHP

With more than 6,000 employees at its three hospital campuses, UMass Memorial Medical Center wanted to offer its employees a broader choice of health carriers. UMass Memorial already offered two carriers and wanted to provide a third choice to offer a greater range of benefits and costs.

Having recently added the 700+ providers at UMass Memorial Medical Center, FCHP's network appealed to the group. In addition to the three UMass Memorial campuses, the FCHP provider network included other hospitals affiliated with UMass Memorial Health Care such as Clinton, HealthAlliance, Marlborough and Milford-Whitinsville.

The group was pleased with FCHP's ability to customize the plan design to provide a rich level of benefits at an excellent price. UMass Memorial went on to contract with FCHP on an ASO basis, giving the group even greater savings and financial flexibility.

"FCHP's network, flexibility in customizing the benefits and efficiency in administering the ASO made FCHP an extremely attractive option to our client," said Towers Perrin.

Did you know?

New ID cards

Beginning in 2004, Fallon Community Health Plan (FCHP) providers will be able to use the WebMD® point-of-service (POS) swipe card device to check our members' eligibility status. The POS terminal enables the provider's office to access this information with a simple swipe of the card, which is encoded with member-specific data. In a matter of seconds, the terminal produces a complete printout verifying coverage and providing pertinent patient information such as name, ID number, date of birth and eligibility dates.

The cost of health care

- Overall, consumers spend about 6% of their income on medical care.
- Prescription drugs accounted for 10.5 cents of every dollar spent on health care in 2002.
- In 2002, prescription drugs accounted for 23% of what Americans spent out of their own pockets on health care.
- Health care spending in the U.S. represented 14.9% of the gross domestic product in 2002.

The Wall Street Journal, Midwest ed., January 9, 2004; "Health Spending Rises to 15% of Economy, a Record Level," *The New York Times*, National ed., January 9, 2004; "Health Care Spending Increases for 6th Year," *The Washington Post*, January 9, 2004.

Broker Edge is published quarterly to provide the broker community with the latest Fallon Community Health Plan news and product facts, health care trends and marketplace information.

E-mail your comments on *Broker Edge* to broker.services@fchp.org, or call Tina Aubin at 1-508-368-9986.