

FCHP growth rate continues to climb

As Fallon Community Health Plan continues to focus on net new profitable growth, we currently are the fastest-growing major health plan in Massachusetts. FCHP reached 225,383 members as of June 30, 2009, an 8% increase in total membership over the second quarter of 2008. Other health plans have experienced a smaller percentage of growth, or no growth at all.

"These results speak to how FCHP is responding to employers' interest in flexible products that help them maintain benefits and hold the line on costs in a tough market economy," notes Patrick Hughes, Division President, Health Plan Operations. "We'll continue to work hard to keep business as we welcome new accounts."

Commercial membership has been the primary driver of our growth. FCHP has experienced its fastest growth in Eastern Mass., particularly Metro Boston, Merrimack Valley, North Shore, Concord-Nashoba, Brockton, Middlesex and South Coast. It was closely followed by significant growth in Western Mass. We thank you for doing business with us!

"Our consistent membership growth is a clear indicator that the marketplace continues to respond to the cost-effective health insurance solutions we're offering," said Charles Goheen, FCHP Executive Vice President and Chief Financial Officer, with the release of second-quarter financials. "Health insurance premiums are driven by health care costs, and we're doing all we can to ensure our customers receive the greatest value for their premium." ■

Feds require dependent student coverage for medical leaves

Michelle's Law (P.L. 110-381) creates a new federal coverage mandate ensuring that dependent students who take a medically necessary leave of absence do not lose health coverage. The law becomes effective for plan years beginning on or after October 1, 2009. For most plans,

this means an effective date of January 1, 2010, or July 1, 2010. FCHP will be complying with all implementation and notification provisions of the law. Michelle's Law applies to group and individual coverage.

Under Massachusetts law, full-time students and/or child federal tax dependents are eligible for dependent coverage until their

26th birthday, or for two years after the end of the calendar year in which such persons last qualified as dependents for federal tax purposes, whichever comes first.

The new federal law is named for New Hampshire student Michelle Morse, who underwent chemotherapy for colon cancer while she stayed in school full time to remain insured under her parents' policy. She died in 2005, six months after graduating.

To qualify under Michelle's Law, the following requirements must be met:

- The student must be enrolled as a full-time student immediately before the leave of absence or schedule reduction.
- The treating physician must certify in writing that the leave or schedule reduction is necessary due to a severe illness or injury.
- The leave or reduced schedule must have triggered the loss of student status under the health plan.

If qualified, the child will continue to be covered until one year from the date the leave of absence begins, or until the date on which the coverage would otherwise end, whichever comes first.

If you have any questions about this change, please contact your account manager at 1-800-333-2535. ■

"There is real magic in enthusiasm. It spells the difference between mediocrity and accomplishment."

– Norman Vincent Peale

Chiropractic benefit changes for 2010

Fallon Community Health Plan will be making a change to its standard chiropractic benefit for commercial plans,* effective January 1, 2010.

The maximum number of covered chiropractic visits per calendar year will change from 20 to 12 visits. Also, in response to broker and employer feedback, we'll no longer require that the chiropractor submit a patient treatment plan every fifth visit for preauthorization by FCHP. In many situations, members actually will receive more coverage than under the previous benefit. FCHP will continue to cover adjunct therapies, such as ultrasound. An initial PCP referral is still required.

If you have any questions, please contact your account manager at 1-800-333-2535.

** Self-funded/ASO clients should talk with their FCHP account manager for details about whether this change applies. ■*

Employees' correct address needed for tax mailing

Fallon Community Health Plan will mail its commercial plan subscribers who are Massachusetts residents a 1099-HC form (proof of health insurance coverage) in January 2010, which they then will use to complete state form Schedule HC when filing 2009 state income taxes.

To ensure they receive this information, it's important that we have correct addresses for our members. Please inform your employees that if they recently moved, or will do so before the end of this year, they should notify us by logging on to the secure member portal, "My FCHP," at fchp.org or call Customer Service at 1-800-868-5200 (TDD/TTY: 1-877-608-7677), Monday through Friday from 8 a.m. to 6 p.m. Thank you! ■

New materials support satisfaction in health plan transition

Fallon Community Health Plan recently created a series of "transitional care" documents that address key concerns members often have when switching from another plan to FCHP. These documents are available to employers in PDF format to share with their employees as appropriate.

Changing your health insurance to FCHP (for employer/benefit administrator) is an overview of our health plan that includes general information on working with FCHP, network and provider information, ongoing treatment issues and wellness.

Other materials include HMO and PPO versions of the following:

- General overview
- Prescription drug information
- Pregnancy information
- Behavioral health information
- Surgery and complex condition information

If you'd like to receive the electronic versions of these documents, please contact your account manager at 1-800-333-2535. ■

FCHP fitness reimbursement a popular program

The It Fits! program has shown Fallon Community Health Plan's strong and unique commitment to promoting healthy lifestyles among our members by helping them to afford their favorite fitness activities in this tough economy.

Our annual It Fits! reimbursement amount of up to \$400 for families and \$200 for individuals is one of the highest fitness reimbursements of any health plan in Massachusetts, which makes our popular It Fits! program an even more effective selling tool. Our long list of eligible fitness reimbursements includes race entry fees and hiking club fees, as well as ski lift tickets and season passes.

By early August 2009, FCHP had already received 14,631 reimbursement claims, an increase of 173% over the same period last year. In fact, we already exceeded the

number of reimbursement claims we received in all of 2008.

It Fits! is part of our standard benefits package* for members of FCHP Direct Care, FCHP Select Care and Fallon Preferred Care. Details are available on our Web site, fchp.org.

**Reimbursement amount may vary by plan design and employer. ■*

Tips for hosting a successful health fair

A busy open enrollment season is upon us. How can you maximize your time and be most effective helping your employees? The first step is to give us a call at Fallon Community Health Plan. We're here to help you in any way we can. Need a presence at health fairs? Member information? Problem-solving help? Just ask—call your FCHP account manager at 1-800-333-2535.

Here are a few tips to prepare for the fair:

- Provide accurate and detailed directions to the representatives.
- Prepare comparison charts for benefits and rates.
- Make arrangements to have a health educator present.
- Give everyone plenty of notice with flyers, payroll stuffers or intranet notices.

And a few tips to follow during the fair:

- Offer healthy snacks and drinks.
- Present each employee with a prepackaged folder with their name on it that includes a list of current benefits and forms.
- Make it fun. Have a theme and enter employees in a drawing for going to a certain number of tables and getting their cards validated.

As a follow-up, survey the employees and representatives to see if they thought the health fair was a success and if they have any suggestions for future improvements. ■

Be aware of COBRA subsidy

Are you on top of the 2009 COBRA subsidy that applies to employees involuntarily terminated between September 1, 2008, and December 31, 2009, if they are otherwise eligible for COBRA?

Earlier this year, the American Recovery and Reinvestment Act of 2009 (ARRA) provided for premium reductions and additional election opportunities for health benefits under COBRA. Eligible individuals pay only 35% of their COBRA premiums and the remaining 65% is reimbursed to the coverage provider through a tax credit.

The premium reduction applies to periods of health coverage beginning on or after February 17, 2009, and

lasts for up to nine months for those eligible for COBRA during the aforementioned termination period. The law applies to both the federal COBRA law (groups of 20 or more employees) and the Massachusetts "mini-COBRA" law, which applies to groups with 2 to 19 employees.

For more detailed information, please go to our Web site at fchp.org/Employers/cobra-subsidy.htm, or contact your account manager at 1-800-333-2535. ■

Remind employees to keep benefits booklet

Members of Fallon Community Health Plan should have tucked away a booklet from us, called *Member Handbook/Evidence of Coverage*, which describes what benefits they have under their specific health insurance plan. We encourage

members to review this booklet periodically to remind themselves what tests and type of medical care they're covered for, as well as any out-of-pocket expenses they may have.

Please let your employees know that if they've misplaced their copy of the *FCHP Member Handbook*, they may download one from our Web site, fchp.org.^{*} They must first register to use the secure member portal, "My FCHP." They also may request a copy by calling FCHP Customer Service at 1-800-868-5200 (TDD/TTY: 1-877-608-7677), Monday through Friday, 8 a.m. to 6 p.m.

^{*} The handbooks are not available online for our Fallon Senior Plan™, MassHealth and Commonwealth Care members, for which there are different regulatory requirements. For handbook copies, these members should call FCHP Customer Service at the above number. If you have a self-funded/ASO plan, talk with your FCHP account manager about plan-specific handbooks for your employees. ■



Changes on FCHP board of directors

Fallon Community Health Plan has named **David W. Hillis** to be Chair of its board of directors. He has served as a member on the FCHP board since 2003. Hillis has been President and CEO of AdCare Hospital of Worcester since 1974. Under his leadership, the hospital has become the most comprehensive provider of substance abuse services in Massachusetts. A resident of Worcester, Hillis has received numerous honors for his work.



Former Ambassador **Christopher F. Egan**, who recently joined the board, is president and a founding member of Carruth Capital, LLC, a top-10 commercial real estate investment and development firm in New England. He and his wife founded and oversee Break the Cycle of Poverty, a non-profit foundation dedicated to lifting families out of poverty through education. Egan previously was an FCHP board member and chairman of our finance committee.

Lynda M. Young, M.D., a new board member, has served on the FCHP Service and Quality Oversight Committee since 2004 and on other committees since 1994. She has practiced primary care pediatrics for 32 years. Dr. Young is a professor of clinical pediatrics, and chief of the Division of Community Pediatrics at UMass Memorial Medical Center. She was the first woman president of the Worcester District Medical Society. ■



Business buzz

Do your employees understand their benefits?

A recent survey* by Colonial Life & Accident Insurance Company found that employers overwhelmingly think it's important that their employees understand and appreciate their benefits—but many don't think their employees actually do.

In questions about the economy and the benefits they provide, employers confirmed that they are forced to make tough decisions to balance employee needs and control costs. In light of these challenges, more than 92% of employers surveyed believe it's important to their business that employees comprehend and value their benefits. However, less than 19% think their employees actually have a good understanding of benefits, and nearly 5% think their employees know nothing at all.

"These findings reinforce what employers have been telling us for a while and validate last year's survey findings," noted Tom Gilligan, Senior Vice President of Colonial Life. "Employers recognize that employee benefits have a profound impact on morale and job satisfaction. However, they don't have the resources or time to effectively educate employees about their benefits."

When people don't understand something, like their benefits, they often select the option that they're most familiar with or that is least complicated, even if that option is not what's best for them.

In the same survey, nearly 90% of those employers think having one-on-one meetings between a benefits counselor and each employee would significantly improve their employees' understanding of their benefits.

If you'd like Fallon Community Health Plan's assistance in helping your employees to understand their benefits, simply contact your account manager at 1-800-333-2535.

* Colonial Life surveyed more than 750 human resources managers and benefits administrators at the annual conference of the Society for Human Resource Management in New Orleans in July 2009. ■

In our corner

- **FCHP is the presenting sponsor of the 2009 New England Business Expo** held at the DCU Center in Worcester on October 29. The health plan also was among the more than 150 area businesses on hand to showcase their products and services.
- **FCHP Family Fun 2009 continues.** Thousands of FCHP members have been taking advantage of the FCHP Family Fun 2009 program, and members may continue to use the Family Fun coupons as long as these attractions are open in 2009. It's been particularly rewarding to partner with some of these family-oriented organizations, such as the Worcester Art Museum, The Eric Carle Museum of Picture Book Art, Southwick Zoo and Old Sturbridge Village, who have long supported us by offering FCHP to their employees.

For a full list of discounts and coupons, please click the link on our home page, fchp.org. To get the discount, members simply present an FCHP Family Fun 2009 discount coupon and their FCHP member ID card at the time of purchase. Coupons also are available by calling Customer Service at 1-800-868-5200.

- Fallon Senior Plan™ invites seniors and caregivers to attend the **Senior Spectacular expo** on October 22, at the DCU Center in Worcester. Fallon Senior Plan is a presenting sponsor of this free event, which includes workshops, exhibits, health screenings, seminars, exhibits and entertainment.
- FCHP was the presenting sponsor of the annual **Canal Diggers 5Km Road Race** in Worcester's historic canal district on September 13. This event welcomed more than 1,500 participants and spectators from across the state. Also in September, our fourth annual **Golf FORE a Goal** tournament at Worcester Country Club again raised well over \$100,000 that we'll distribute to food pantries and hunger relief programs in the FCHP service area throughout Massachusetts. Thank you to all who participated. ■



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For information about products or programs, ask for your account manager at 1-800-333-2535.