

Small Business Broker Roadshow

Tuesday, September 10, 2019

Thank you for joining. We will begin shortly.

Please type any questions in the Q&A box at the right of your screen. Answers will be provided following this presentation, along with a copy of the presented materials, and a link to a recording.





We are here to help ensure that all Californians have access to high-quality health care that is sustainably affordable.



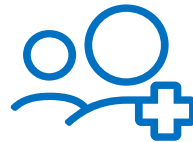
Steve Shearer
VP / GM small business



We've made important progress toward this goal in 2019



Blue Shield Small Business has continued on a path of steady growth across our portfolio of products, especially with our Trio HMO plans



We have amplified our Specialty product offerings and added more team members to support our agent/broker partners in their sales and retention efforts



While not externally visible at this point, we are on an aggressive internal timeline to deliver on automation strategies to be easier to do business with



We are prepared for Q4 once again! A new renewal process, staffing up with temps, new providers being added and more that you will be hearing about today



Account Management
Renewals, Open Enrollment,
and more

Matt Leming
Account Manager



Account Management
Renewals, Open Enrollment,
and more

Heather Martinez
Account Manager

Options census in Renewals presents cost-saving choices

- Introduced last year
- Presents quotes for four plan options:
 - Step up in benefits
 - Step down in premiums
 - Trio HMO
 - Tandem PPO

blueshieldca.com/employerplans
to compare benefits for the
options presented

Plan rate comparison for your renewal

With Blue Shield of California, you have more choice. This chart provides a snapshot of your currently enrolled plan as well as alternative plan options of varying benefit level and plan type to assist you in choosing the right plan for your business and your employees.

The rates shown in the New Medical Plan Rate column do not include specialty plan rates. Specialty plan rates can be found in this renewal packet.

Member Name	Age	Dependent Type	2017 Medical Plan Rate (current)	New Medical Plan Rate*	Increase plan benefits	Decrease monthly premium	Try a Trio HMO plan	Try a Tandem PPO plan
<Plan name: Platinum Full PPO 0/10 OffEx>								
Employee 1	30	Subscriber	\$400	\$337.97	\$331.85	\$306.16	\$313.78	\$289.73
Employee 2	47	Subscriber	\$XXX.XX	\$465.42	\$456.98	\$421.61	\$432.11	\$398.98
<Gold Full PPO X, Dental PPO Smile Basic Plan, Vision Basic 0/100>								
Employee 3	54	Subscriber	\$XXX.XX	\$635.75	\$624.22	\$575.91	\$590.24	\$545.00
Dependent 1	48	Spouse	\$XXX.XX	\$486.86	\$478.03	\$441.04	\$452.01	\$417.36
Dependent 2	23	Adult dependent	\$XXX.XX	\$297.77	\$292.38	\$269.75	\$276.46	\$255.27
Employee 4	42	Subscriber	\$XXX.XX	\$394.55	\$387.40	\$357.42	\$366.31	\$338.23
Employee 5	54	Subscriber	\$XXX.XX	\$635.75	\$624.22	\$575.91	\$590.24	\$545.00
Dependent 1	48	Spouse	\$XXX.XX	\$486.86	\$478.03	\$441.04	\$452.01	\$417.36
Employee 6	42	Subscriber	\$XXX.XX	\$394.55	\$387.40	\$357.42	\$366.31	\$338.23
Employee 7	54	Subscriber	\$XXX.XX	\$635.75	\$624.22	\$575.91	\$590.24	\$545.00
Dependent 1	48	Spouse	\$XXX.XX	\$486.86	\$478.03	\$441.04	\$452.01	\$417.36
Employee 8	42	Subscriber	\$XXX.XX	\$394.55	\$387.40	\$357.42	\$366.31	\$338.23
Employee 9	48	Spouse	\$XXX.XX	\$486.86	\$478.03	\$441.04	\$452.01	\$417.36
Dependent 1	5	Child dependent	\$XXX.XX	\$189.09	\$185.66	\$171.29	\$175.55	\$162.09
\$ Total			< \$ Total>	\$3,294.27	\$3,234.55	\$2,984.22	\$3,058.47	\$2,824.02
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Rates shown are based on enrollment as of <MONTH DAY YEAR>. Changes to the census (for example, a subscriber's birthday) after the printing of the census page may impact the final rate. Final rates will be determined upon enrollment based on actual census group. Some plans are not applicable to the census categories or are out of the network in your area. In such occurrences, the boxes in the pricing grid will show as blank. You can offer plans from the Off-Exchange Package or the Mirror Package, but not both. More information on Off-Exchange and Mirror Packages can be found in this renewal packet.

* Rates shown are medical plan rates only and do not include specialty plan rates. Specialty plan rates can be found in this renewal packet.

Specialty options census designed as a conversation-starter

Specialty plans and rate comparison for your renewal

Blue Shield gives you more choice. This chart is a snapshot of the dental and vision plan options of varying benefit levels and plan type available to your employees. For complete plan options, visit blueshieldca.com/employerplans, or contact your broker.

Member Name	Age	Dependent Type	SmileSM 50/1500/ No ortho/MAC	SmileSM Plus 50/1500/ Ortho/MAC	SmileSM Deluxe Gold 50/1500/ Ortho/MAC	SmileSM Deluxe Gold 50/1500/ Ortho/U85	Basic Vision Plus 10/25/150	Preferred Vision Plus 10/25/150	Ultimate Vision 10/25/150
JENNIFER	44	Subscriber	\$135.30	\$161.10	\$189.20	\$269.80	\$18.50	\$20.06	\$28.45
	37	Spouse	-	-	-	-	-	-	-
	14	Child dependent	-	-	-	-	-	-	-
	10	Child dependent	-	-	-	-	-	-	-
	8	Child dependent	-	-	-	-	-	-	-
JOHN	64	Subscriber	\$45.50	\$53.70	\$55.50	\$80.30	\$7.47	\$8.12	\$11.53
Total Monthly Premium			\$180.80	\$214.80	\$244.70	\$350.10	\$25.97	\$28.18	\$39.98
A 10% discount is applied to dental and vision premiums for groups enrolled in a small business medical plan.									
Bundling 10% Discount			\$162.72	\$193.32	\$220.23	\$315.09	\$23.37	\$25.36	\$35.98

Renewal Resources – Broker Connection

blueshieldca.com/broker

Renewal Period	Download 60-day renewal kits from Shield Renewals	60-day renewal notice sent to employer groups	Make group level changes using Online Renewal starting
July 2019	April 12, 2019	April 19, 2019	May 15, 2019
August & September 2019	May 10, 2019	May 17, 2019	May 15, 2019
October & November 2019	July 9, 2019	July 9 - 19, 2019	July 17, 2019
December 2019	August 16, 2019	August 23, 2019	August 22, 2019
January 2020	October 4, 2019	October 28, 2019	October 11, 2019

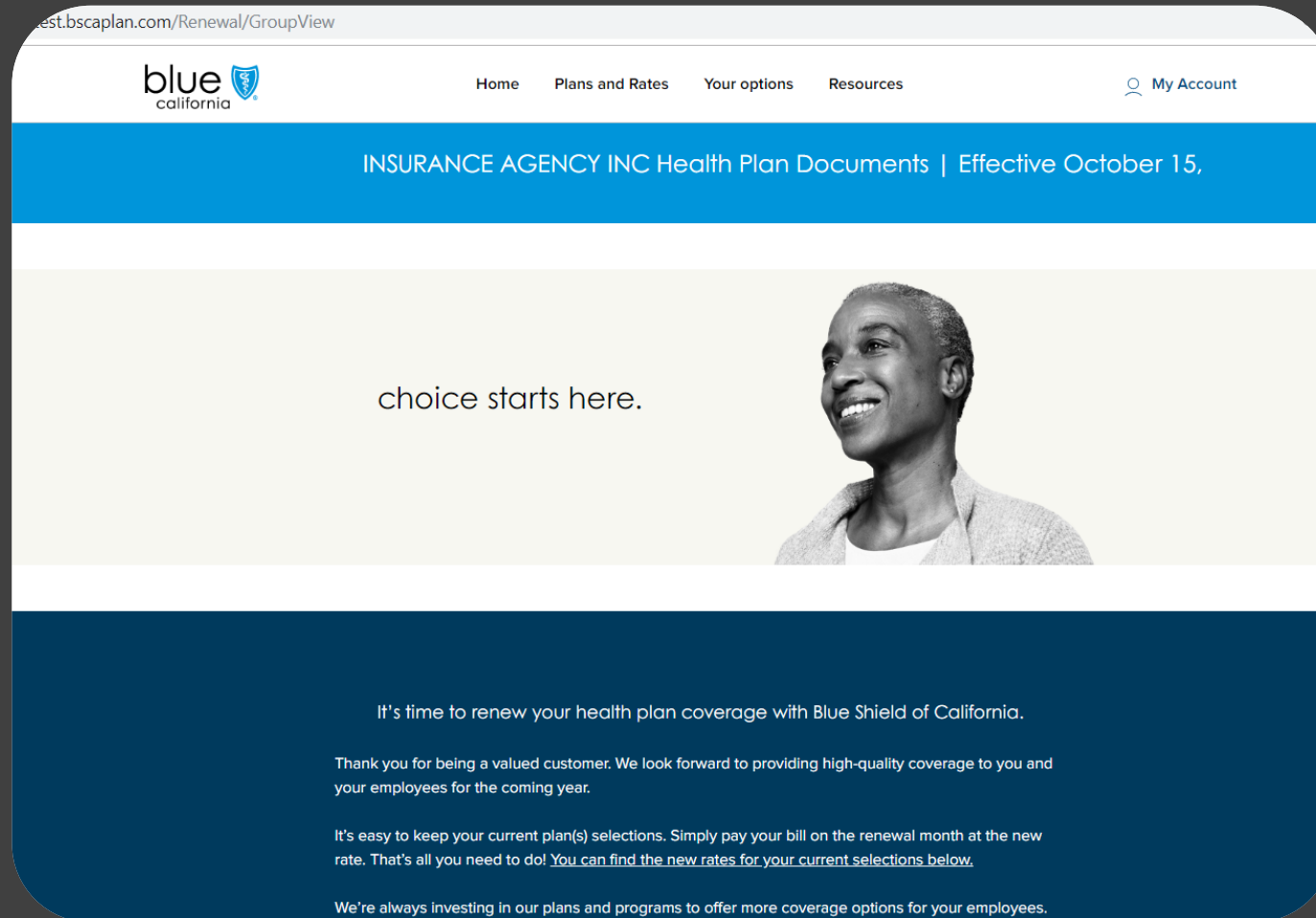
Quarterly renewals for Q2 and Q3

- December and January each released as a single month renewal period
- Get ahead by working renewal early

Small Group Online Renewal (SGOR)

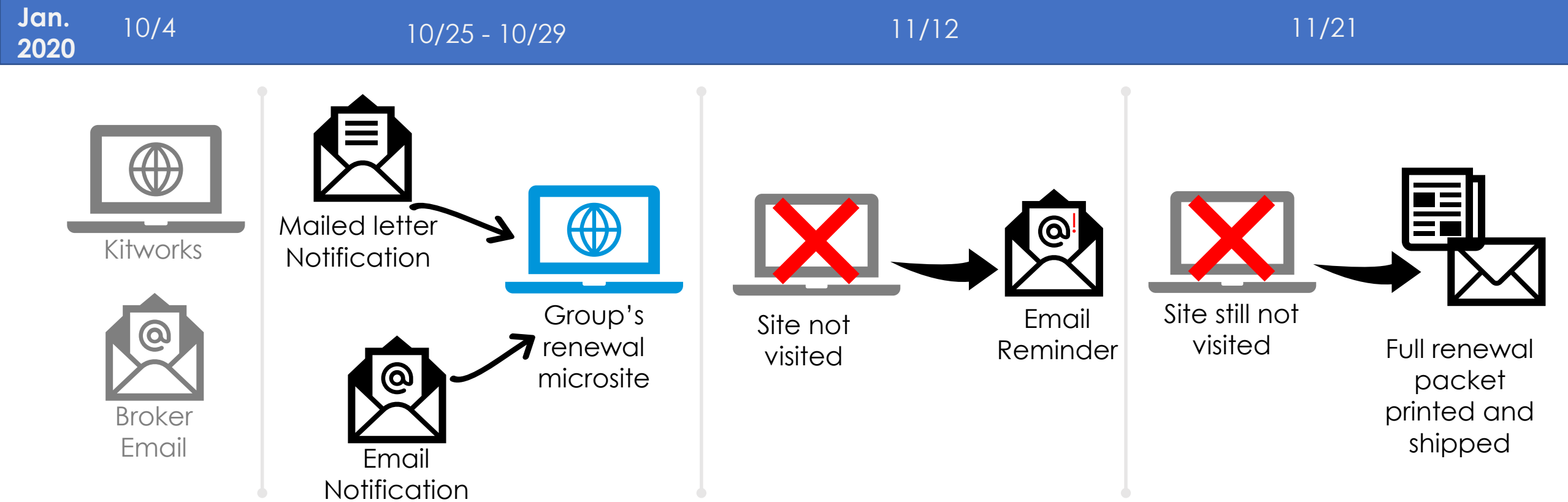
- Improved user-friendly experience
- Group level changes in SGOR
- Member level changes through Employer Connection Plus, one month prior to the group renewal month

New digital renewals align experience for employers with Pre-enrollment and Post-enrollment



- Introduced to market Q4 2019
- Includes all the same materials as the printed kit
- Brokers can access groups' sites or pdf renewals
- Designed for a better, more modern customer experience, while reducing our costs and paper waste

New process for delivering group renewals digitally



when you feel great,
you're unstoppable.



More doctors. More hospitals. More choice.

Our mission at Blue Shield of California is to ensure all Californians have access to high-quality health care at an affordable price. We offer comprehensive benefits and access to some of the largest provider networks in the state. That way, you can choose the doctors and hospitals that are right for you and your family.

When you enroll with Blue Shield, you also get the freedom to choose from a variety of convenient care options, such as talking to a nurse by phone or video visits with a doctor. Plus, our many wellness discount programs can help you save on massage therapy, chiropractic care, acupuncture and more.

[Explore your plan options](#)

Every Blue Shield plan is designed to help you discover the healthiest version of yourself. Choose from the options below to get started on your path to better health.

Medical

Trio HMO Per Admit 25-750

+ Basic Rx \$15/30 - \$30/60 with \$0 Pharmacy Deductible

+ Chiropractic Benefits Additional coverage for your HMO and POS Plans

Trio HMO is a new kind of plan that keeps costs low, offers choice, and features one-stop customer service. Working together with Blue Shield, providers in the ... [\(read more\)](#)

Access+ HMO Zero Facility Deductible 30-20%

+ Basic Rx \$10/20 - \$20/40 with \$0 Pharmacy Deductible

+ Chiropractic Benefits Additional coverage for your HMO and POS Plans

Access+ HMO® delivers choice, value, and access to one of the largest provider networks in California. The plan gives you access to more than 38,000 doctors ... [\(read more\)](#)

Request custom online enrollment materials for new & renewing groups

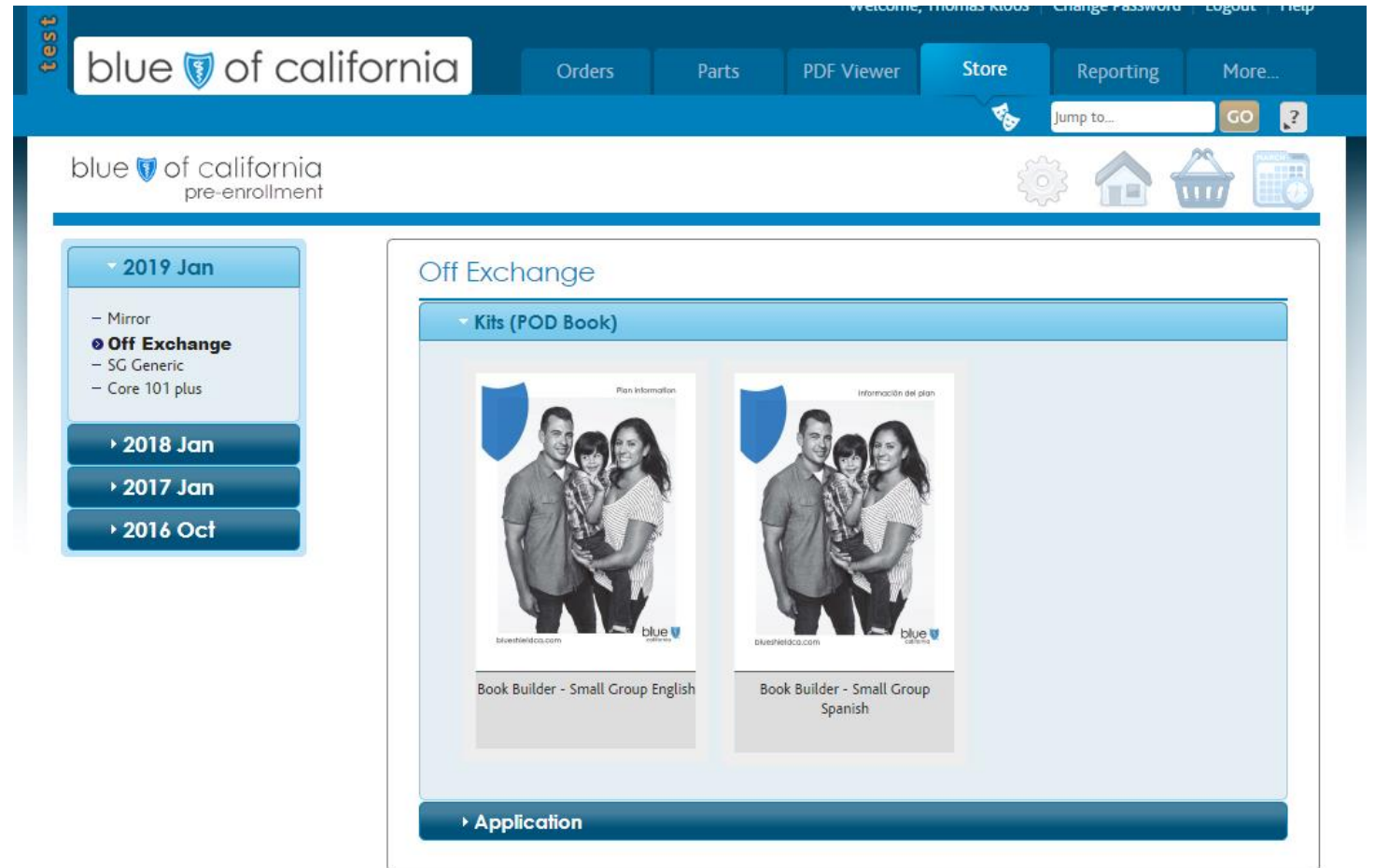
- Introduced to market 2018
- Customized for each group
- Includes essential documents for each plan offered by the group
- Employee enrollment forms
- Video for employees new to group health plan coverage
- Saves on unwanted and wasted paper renewal books

Open enrollment support for when you cannot be there in person, or don't have time for printing/shipping

- 2020 enrollment materials available October 17

Coming Soon: Broker access to create Pre-Enrollment (OE) kits

- In-market later in Q4
- Provides brokers direct access to create pre-enrollment sites
- Training sessions will be provided
- Enrollment materials available to your groups in minutes





Employer Connection Plus

Benefits management tool enhancements continue

Your input is valued

- Member ID presented
- Order ID cards enabled

Enhancements in the works

- Group name / number prominently displayed
- Aggregate transaction history report

Resources are available

- Bi-monthly trainings with Q&A
- Tutorial videos for common transactions
- Producer Services and Account Management teams

Make use of the many resources available on Broker Connection

- **Broker Library** on the Small Business Home page
- **Plan Comparison Tool** linked in Sales Collateral (www.blueshieldca.com/employerplans)
- Broker **newsletters and updates** in News & Announcements
- Contact Sales and Support Offices for **your Blue Shield representative**

 broker connection

Log In or Register 



Individual & Family

Small Business (1-100)

Large Groups (101+)

Medicare Eligible

Resources

 Brokers: Log In for Access	 Public Links	
New Group Submission Status ›	Small Business Home ›	Sales Collateral ›
View Client List ›	Medical Plans ›	Forms & Applications ›
Online Renewal ›	Dental Plans ›	Product Cycle Updates ›
Administer Member Level Changes ›	Vision Plans ›	News & Announcements ›
Renewal and Post Enrollment packets ›	Life and AD&D Plans ›	Learn About Our Tools ›
		Contact Sales and Support Offices ›

Product and program
updates for 2020

Shad Johnson
District Manager
New Sales



Product and program
updates for 2020

Sandi Eber

Senior Sales Manager
General Agent Channel –
Statewide



More resources to make the busy 4th quarter fly by

Doubled Underwriting staff in 4th quarter 2019, reducing submission process time **by more than 50%**



Doubled Sales admin staff in 4th quarter 2019, enabling quotes and new group submission **reviews within 24 hours**



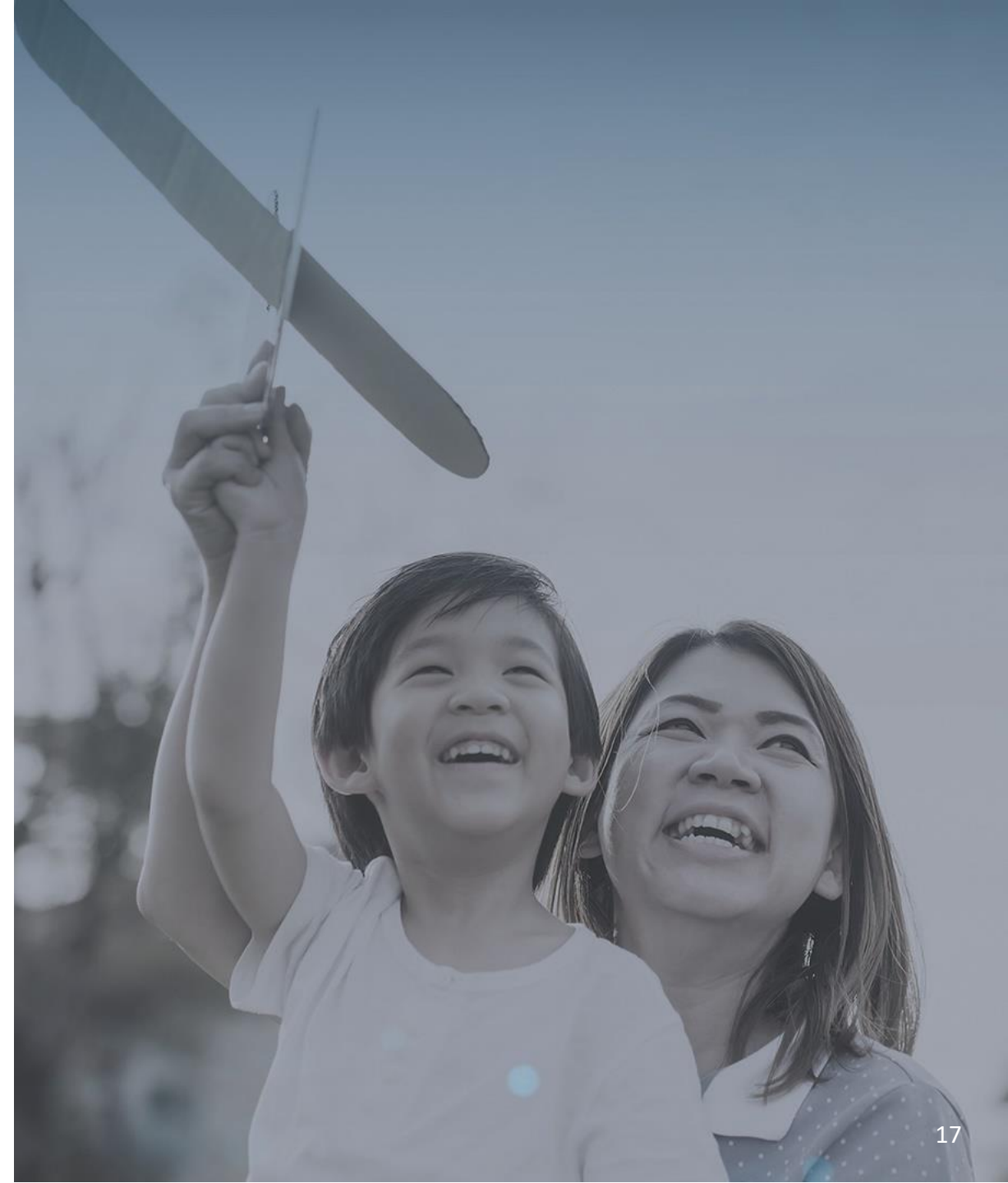
Use our **Enrollment Spreadsheet** for faster, error-free submissions



Ease
Through GA partner or direct with BSC



Status check – 24/7 online access for status updates of new group submissions



Easier enrollment



Waived documentation

- “No DE 9C” for 5+
- Owners Compensation documentation
- Ownership documentation (Groups of 5 or more)

Flexibility

- Document submission
 - Refusal of Coverage
 - Doing Business As
- “Early Bird” submission
- Start-ups eligibility date

Relaxed participation

- 25% with 5+ enrolling
- Just ONE enrolling with Trio
- *Medical, Dental, Vision, Life*
- Continues through Q1 2020

Q1 2020 rates

Consistent and sustainably affordable

Rates available for quoting beginning October 4th

PPO plans (including HSA-compatible)	+0.9 average -6.4 to +2.7
HMO plans	+0.9 average -6.7 to +3.0

Q1 2020 rate actions vary by plan, but not by region*

*Exception: Tandem plans in San Diego have a 2.9% lower rate action than other regions

New 2020 plan options to round out our portfolio*

Platinum

Gold

Silver

Updates coming soon!

* This slide has been edited since the original presentation.

Product offerings and enhancements



HMO plan pairing now allows Trio to be paired with Access+ or Local Access+.
Any HMO can be paired with PPO network plans

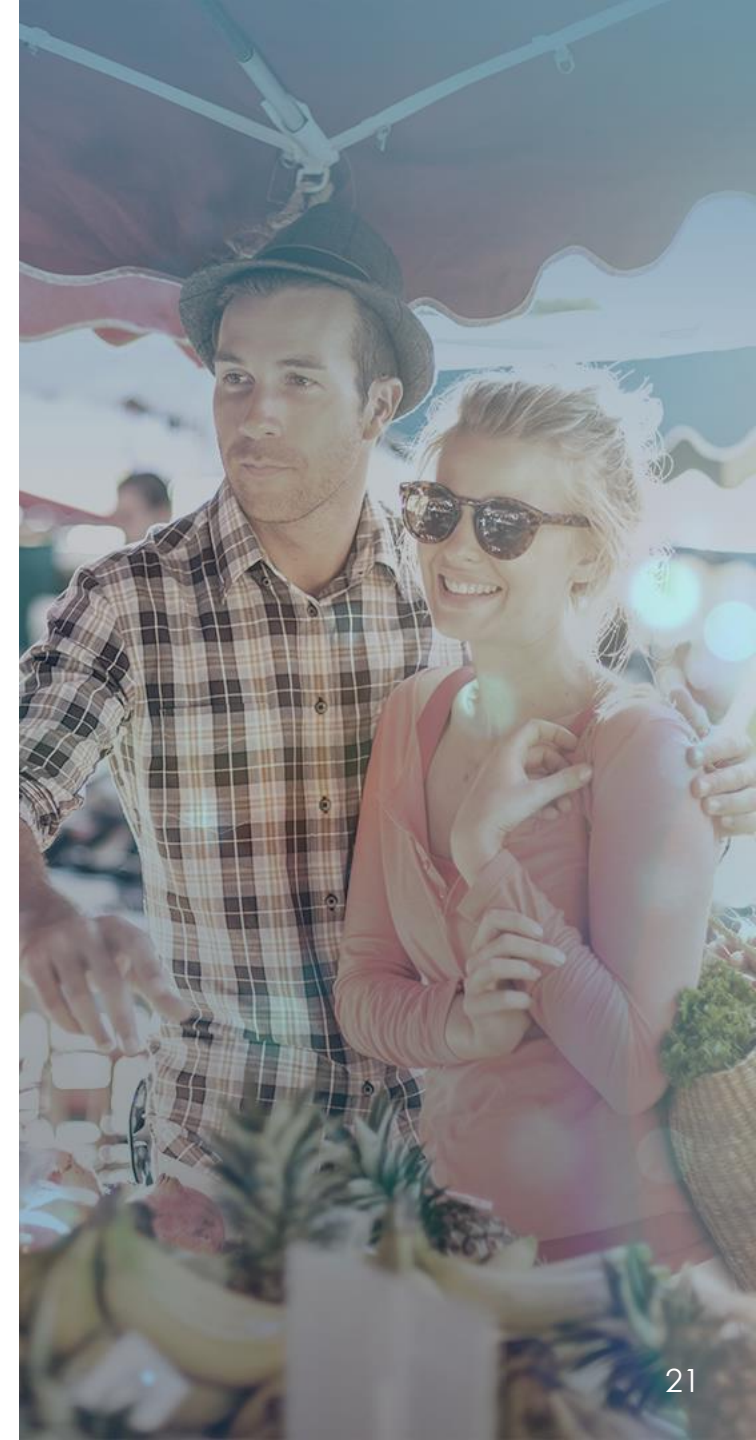


Chiropractic annual visits increased from 12 to 20



All Trio and Tandem plans have \$0 Teladoc visits and \$0 Heal first-visits

Compare essential plan benefits from 2019 to 2020
Plan Comparison Tool – www.blueshieldca.com/employerplans



Teladoc and Heal services increase access to care

\$0 copays for Trio and Tandem members*



- 24/7/365 physician access
- Faster than going to a PCP
- Lower cost than urgent care or ER
- 95% patient satisfaction
- 92% clinical resolution



- Concierge medicine
8AM – 8PM, 365 days a year
- Primary, preventive, urgent care
- Blue Shield PPO physicians
- Copay matches an office visit

* First-visit with Heal at no cost. Additional visits standard copay applies.



The largest collection of apps that give real results

We've vetted every app in our network. If it's here, it's a proven product.

Prevent disease and reverse existing conditions

Cardiovascular disease reversal, diabetes prevention, 12-week integrated nutrition, and movement programs; *BlueStar, MySugr, Transform*

Manage stress better

Physiological, psychosocial, and emotional training exercises, cognitive behavioral therapy; *eM Life, Calm, SuperBetter*

Sleep better

Pattern tracking + optimization, relaxation exercises; *Sleep Time, Pacifica*

Physical activity

Movement tracking, guided goal-based exercise plans, workout routines, coaching; *Fitbit, Fitocracy*

Eat better

Grocery and meal planning, nutritional calculators; *Betr, Health Slate, PlateJoy, Zipongo*

Ditch cigarettes

Smoking cessation quantified by financial and lifestyle gains, nicotine replacement therapy; *Clickotine, SmokeFree, 2Morow Health*

Network updates



- Trio HMO network expanding to include more counties, zip codes, provider groups, and hospitals



- American Specialty Health (ASH) providers will be the in-network PPO option for chiropractic benefits, as it has been for HMO plans



- Rx Spectrum: Tiered pharmacy network for On-Exchange (CCSB) and Mirrored plans, as well as Tandem (2018) and Trio (2019) plans
 - Level A (preferred): CVS, CVS at Target, Costco, and Safeway/Vons
 - Level B (non-preferred): All other pharmacies in Blue Shield's national pharmacy network

Search for providers by network using our Find a Doctor Tool –
www.blueshieldca.com/provider





trioHMO

Bernice Hernandez
Marketing Consultant

Growing membership

300+k

Californians enrolled in Trio since 2016

Blue Shield of California's
fastest growing plan

5x

The amount of brokers
selling Trio has increased
5-fold since launch

**87% of Trio HMO members are
satisfied or very satisfied**

with the customer service representative's ability to provide them
with the information needed to address their health concerns



Growing the network

Rating Region 11

Kings – NEW COUNTY

Key Medical Group

Kaweah Delta Medical Center (Hospital)

Effective 1/1/2020

Rating Region 10

Tulare – NEW ZIPs

Key Medical Group

Kaweah Delta Medical Center (Hospital)

Effective immediately

Rating Region 17

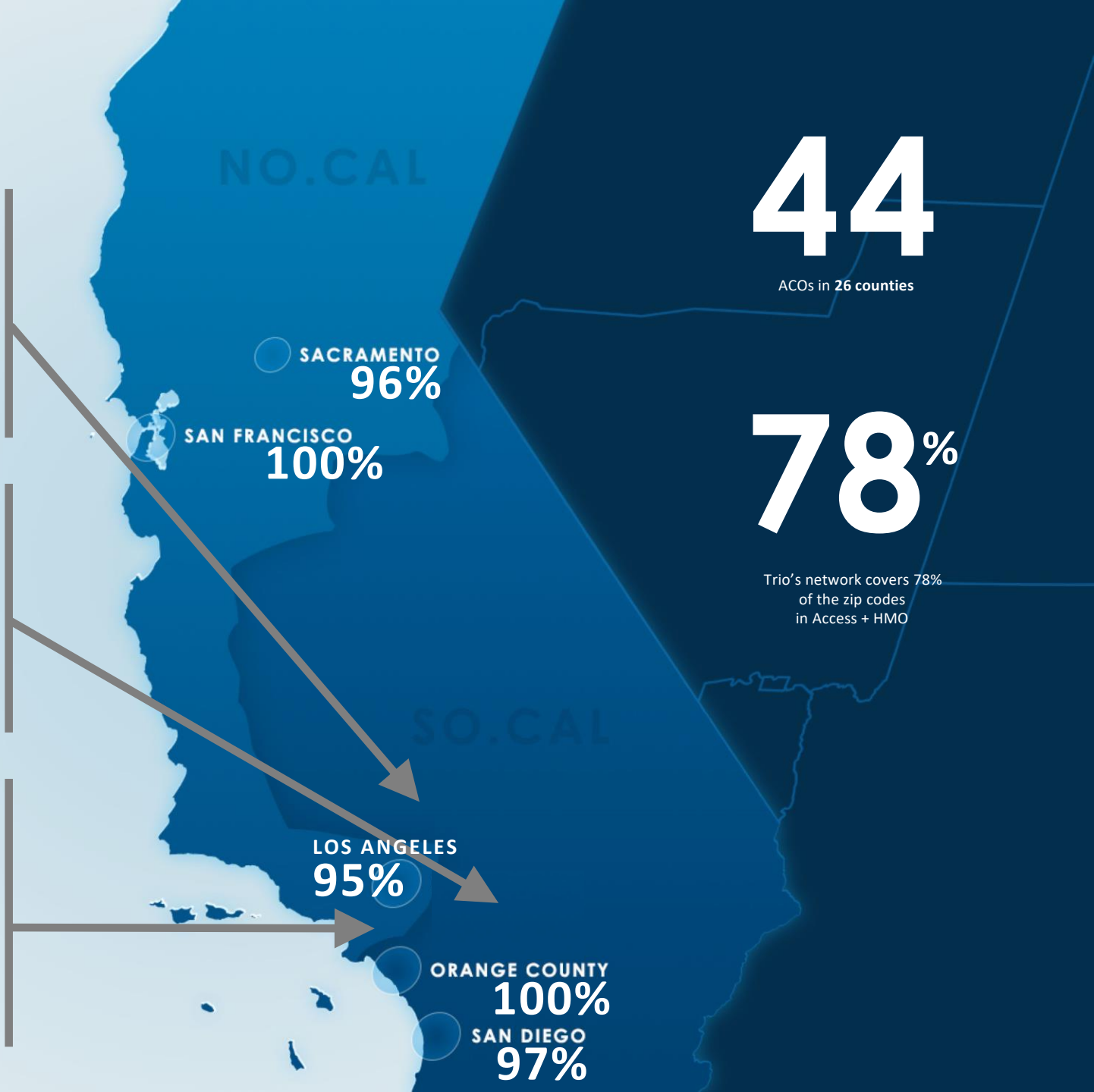
San Bernardino & Riverside – NEW ZIPs

Empire Physicians Medical Group

Coachella Valley Physicians Inc.

Eisenhower Medical Center (Hospital)

Effective immediately



Benefit Enhancements that matter most to our members



Cost Savings

6% - 32% lower premiums than Access+ HMO

\$0 Teladoc visits

\$0 Heal first visit

\$0 same day / next day Rx delivery when using Heal



Convenient services for members experiencing serious illness.

LifeSpring

Nutritious meal delivery service

Call the Car

Non-Emergency Transportation Support

*Eligibility determined by a Blue Shield case manager



Healthy Savings

Subscribers simply save at checkout when purchasing select healthy foods at Albertsons, Safeway, Kroger, Walmart, or Sam's Club



Specialty benefits
Dental – Vision – Life

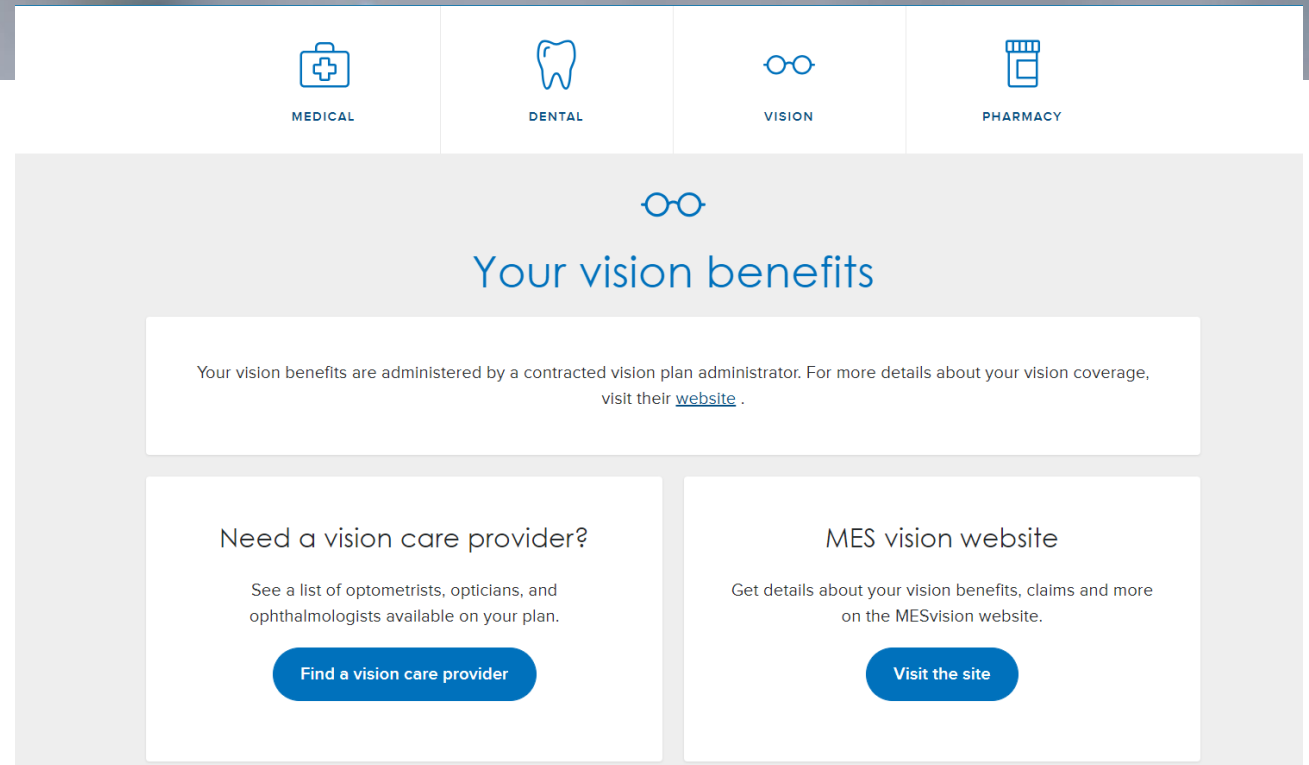
Sue Britton
Sales Executive

Members can manage their dental and vision plans online

www.blueshieldca.com

A few simple clicks offer time-saving tools and services:

- Look up benefits
- Find dental and vision care providers
- View account balance, remaining benefit and payment information, and manage claims
- Dental treatment cost calculator
- Print or request an ID card
- Spanish translation
- And more





Dental & Vision coverage: Large networks, more access

Large network

With some of the largest networks in California, Blue Shield's dental and vision plans provide the access, benefits, and choices clients are looking for.

Blue Shield members stay in the network because they have *choice* –

- Vision network utilization is 98%, and retail/discount providers account for 44%
- Dental network utilization is 70% for dental PPO, with average network discount of 38%

Dental access points

- 27,000 DHMO in CA
- 48,830 DPPO in CA
- 400,000 nationwide

Vision access points

- 14,815 in California
- 37,791 nationwide

A close-up, slightly blurred photograph of a woman with dark hair and glasses, smiling warmly. The image is overlaid with a semi-transparent dark blue filter, which serves as the background for the title text.

See the benefits of Blue Shield vision plans

2020 vision plan offerings

Q2 2020 – dual vision offering for small groups

No new plans in 2020

- \$0 and \$10 exam copay plans for new groups (introduced in 2019)
- \$15 exam copy plans were closed in 2019 for new groups, but remain open for existing groups to renew

Allowances versus copays

Generous allowances for premium lens extras versus the copays that are charged on competitor plans

- Coverage that includes progressive lenses, photochromic lenses, and anti-reflective coating
- All plans cover polycarbonate lenses for dependent children

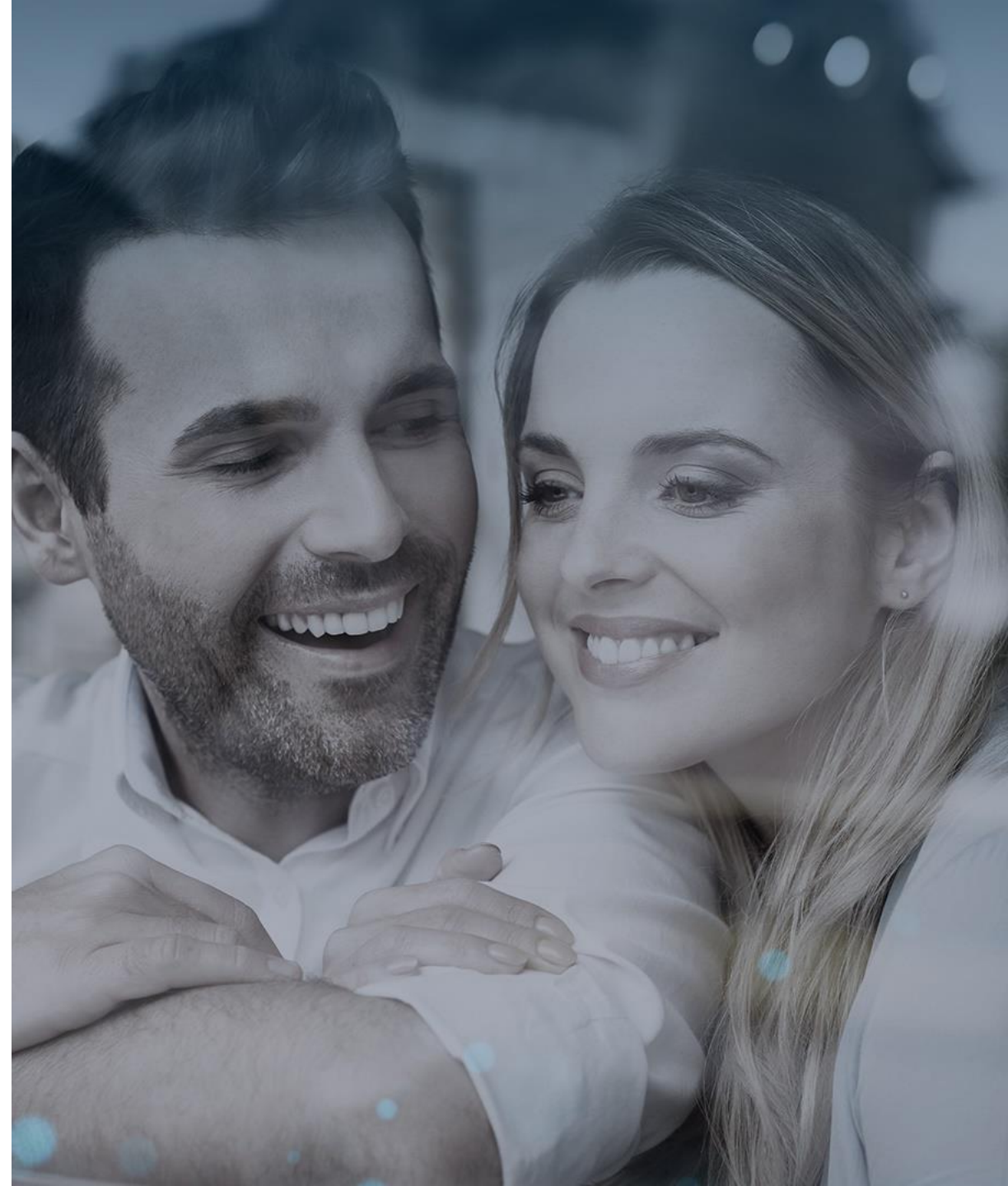
2020 Dental Plans

Six new plans for 2020

- With and without lifetime ortho benefits
- No waiting periods for major services
- Higher OON reimbursements (UCR90)
- Annual max ranges from \$1,500 to \$2,500

Existing portfolio plan reminders

- Rollover plans were closed in 2019 for new business
Existing groups (and new employees of these groups) can renew into these plans
- *NR* – Same plans without rollover benefit
- *ADV* (advantage) plans incentivize members to use in-network providers with a higher reimbursement %
- *WP* – 12-month waiting period
- Implant coverage available
- 5 year crown/prosthetic replacement
- No late entrant penalties/true open enrollment
- No exclusions for tooth loss prior to coverage
- Additional benefits for children and pregnant women



2020 Life Plans

16 New Employee Life Plans

New plans provide

- ❑ Higher maximum amounts, 2-9 segment
- ❑ Higher maximum amounts, 51-100 segment
- ❑ More benefit amounts options
- ❑ All amounts full guarantee issue

3 New Dependent Life Plans

New plans provide

- ❑ Higher maximum amounts, 10-100 segment
- ❑ All amounts full guarantee issue 50% rule applies

Rates will not increase with any of these increased benefits

Reminders:

- Quick Match program for groups of 10 or more
- Travel assistance included in benefits
- Composite life rates will be based on final census



Specialty plans for member health and financial health

Rate update

- 2-year rate guarantee
- Life rate pass
- Dental / Vision +2.5% on any plan new in 2019
- Dental / Vision +4.9% on any plan before 2019

Bundled Savings



- Increased discount to 10% beginning 2019
- Discount for Small Business Dental or Vision premiums when added to medical
- Available for *new* dental or vision plans

small business specialty bonus



\$10
DENTAL



\$5
VISION



\$5
LIFE



2X
TRIPLE PLAY

We are here to help ensure that all Californians have access to high-quality health care that is sustainably affordable.



Steve Shearer

VP / GM small business



Our broker bonus programs ensure that your time is well spent when you enroll new business with Blue Shield

Medical Incentive Program

- \$50 per enrolled new member for small business Off-Exchange medical plans
- \$50 more per member when enrolling in a Trio HMO or Tandem PPO plan

Medical Incentive Program Accelerator

- Double your program rewards!
 - \$100 per new member
 - \$100 more for Trio or Tandem
- October 1, 2019 through January 1, 2020 effective dates

Direct Elite Rewards

- \$100 per member if 75% to 100% of new business comes direct
- \$75 per member if 50% to 74% of new business comes direct



Blue Shield small business - 2020 and beyond

Optimize our portfolio plans to meet the benefit and budget needs, particularly in the bronze metal level

Invest in digital solutions to streamline onboarding of new business, renewals, and member maintenance

Seek new markets and group customers

Work with our internal and external partners to ensure that Blue Shield Small Business is aligned with our company's mission to provide all Californians access to high-quality health care that is sustainably affordable.

Thank you

- A recording of today's roadshow will be posted on Broker Connection, along with a copy of the presentation slides and questions answered.
- These resources will be available on Monday, September 16
- Please email Broker-Events@blueshieldca.com with questions or contact your Blue Shield representative.