

IN THIS ISSUE:

Simple tools to
promote healthier living
page 3

Why choose Medica?
page 4

Your employees' top
4 health plan questions
page 5

Tips for a successful
open enrollment
page 5

Affordable options
for those ineligible
for group coverage
page 6

Group administrator
training highlights
page 7

Employee Health and Wellness 101 – Save the date!

**Thursday, October 29,
2009**

Get the basics on how
providing the right tools for
your employees can lead to
a healthier, more productive
workforce – and lower your
health care costs.

See page 7 for more information.

Tough times are a good time to promote health and wellness

As the recession takes a toll on the health and well-being of many employees, it's more important than ever to help them learn to be as healthy as they can be. It's good for them, and it's good for your organization.

A recent survey by the American Academy of Family Physicians found that more patients are deferring important preventive care, failing to return for follow-up visits or not refilling prescriptions vital to managing their chronic conditions. The doctors are seeing more health problems as a result, including a significant increase in patients with major stress symptoms since the beginning of the recession.



“Medications are the first thing to go when employees are worried about paying for their health care,” said Leslie Frank, CPHQ, MMA, and Director, Health and Quality Improvement at Medica. “They stop taking their prescriptions, or cut back to make them last longer. Then either their disease progresses or they start incurring much more expensive ER and hospital visits.”

Create a culture of health and wellness

To help improve the overall health of your employees – and your business, make a chapter of your business plan about health and wellness.

“Continuing to invest in your employees' health and well-being during tough times shows that you value them – not just their output,” said Frank. “When employees feel that they're being well cared for, particularly when the economy is bad, they're going to give back through increased loyalty and productivity.”

Continued on page 2

Redefine “healthy”

Part of creating a culture that supports health and wellness requires redefining what it means to be healthy. It's more than simply the absence of disease, suggests Dee Eddington, Ph.D, author and thought leader in wellness and health management. He advocates that good health be defined instead as having high-level energy and vitality.

“Think of it as working on all cylinders, with the ability to give 110% both at work and at home,” said Frank. That doesn't mean that everyone is healthy and has no disease. “It's about helping people flourish,” she explained. “Whether members are already in good health or coping with a chronic disease, our goal is to help them achieve their best possible health.”

Help employees learn to be healthy

Poor health doesn't just happen. Your employees make choices every day that affect their health. In fact, more than one-third of all medical costs result from conditions that are either

preventable or manageable, such as poor diet, inadequate physical activity and tobacco use.¹

“One way to address this issue is to think of being healthy as a skill to be learned rather than something that automatically happens,” said Rob Brown, HR project manager for Medica's employee health and wellness initiatives. He suggests companies look at investing in health and wellness the same way they look at investing in continuing education or job training.

“Most companies don't think twice about providing training if an employee is lacking a necessary skill set,” he said. “They should do the same to ensure employees are capable of achieving and maintaining optimal health.”

Help your employees get the most out of their health—and their benefits. Put Medica to work for you (see the story below).

¹Medica White Paper: Worksite Wellness Programs.



Put Medica to work for you

American lifestyles make it hard to maintain good health, and economically challenging times make it even more difficult. Many people simply need more help than their doctors can provide.

Medica can help, with tailor-made programs and resources that help members develop healthy habits, prevent health problems, get to the right care when they need it, and get good results when they use health care services.

For example, we recently launched a new customized health support program that builds on the success of our popular Preventive Health Reminder Program. The *Better Every Day* program delivers personalized, actionable health messages directly to members who are new to Medica, have had a new baby or are experiencing back pain.

The messages are designed to educate and motivate, and feature specific action steps members can take right away. An underlying belief is that members will be more curious and receptive to timely, relevant information that includes specific action steps. Other key life and health events will be added to the program in the coming months. By the end of 2009, as many as 500,000 individuals will have received customized messages through *Better Every Day*.

Help your employees learn to be as healthy as they can be by weaving health and wellness into your company's business plan. Medica can help, with expertise, programs and solutions designed to serve you well in both good times and in bad. To learn more, contact your broker or Medica representative, or visit medica.com>Employers & Payers>Health and Wellness.

Simple tools to promote healthier living



Our research shows that many Medica members are unaware of all the health support programs available with their plan. Many are tailored to their individual situation and needs. Help increase your employees' awareness of these great resources – with ready-made promotional materials from Medica.

It's as easy as 1, 2, 3

Simply download these high-quality materials about topics relevant to your workforce from our Web site. These member-focused pieces can be e-mailed to your employees or included in your own publications. You can also print them out to use as handouts or for posting in break rooms and other high-traffic locations.

Focus on a new topic each month or create your own schedule. Use as many or as few of the materials as you wish – whatever works best for you and your organization. Materials available for the topics listed below include:

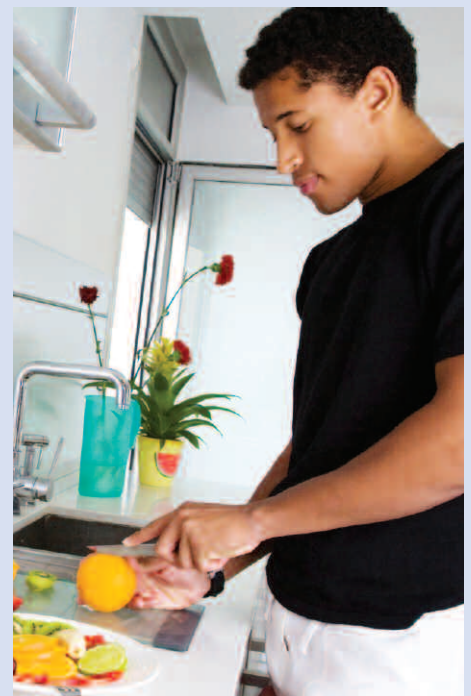
1. Issue of *Wellness News*
2. Flyer/poster
3. Email/payroll stuffer

Choose from these topics:

- Online health and wellness center* (My Health Manager from MedicaSM)
- Health assessment*
- Healthy living programs*
- Medica health challenges*
- Health and wellness coaching*
- Preventive health reminders
- 24-hour nurse line
- Healthy pregnancy program
- Health club reimbursement program* (Fit ChoicesSM by Medica)
- Employee assistance program*
- Tobacco cessation
- Online member service center (myMedica.com)

To get started

Go to medica.com>Employers and Payers>Health and Wellness. You'll find brief descriptions of each of these helpful programs along with ready-made materials that you can quickly pass on to your workforce by e-mail or printing out hard copies.



*Included with fully insured plans, available for purchase for self-insured plans

Why choose Medica?

Your employees can see the doctors they want to see

Medica's health care provider networks are some of the largest in the nation and the region. Our national network has more than 585,000 providers. Our regional network is strong and growing with more than 96 percent of Minnesota providers participating and an increasing number of providers in North Dakota, South Dakota, and Wisconsin.

Plans right for any group

Whether you're looking for a plan that provides cost savings, cost sharing, choice of providers or ease of use, Medica provides the most comprehensive plan options in the region at affordable rates. Medica offers innovative cost-saving plans with benefits you can feel proud to offer, consumer-directed plans which place more responsibility on your employees to manage their own health care costs, or open access plans which allow you to offer your employees flexibility, choice and ease of use.

Support for your employees' health

More than any other health plan, Medica responds to your employees' needs with tailor-made programs and resources that support them in improving their health and making the most of their benefits. Medica offers a wide range of programs and services to help them:

- Develop healthy habits
- Prevent health problems
- Get information now
- Get good results



Find more information on the many health and wellness resources available to employers at medica.com>Employers & Payers>Health and Wellness. Point your employees to member resources at medica.com/managemyhealth.

Attentive knowledgeable service for members

We're continually reviewing everything we do with an eye toward improving our members' experience. Some highlights:

- **Timely delivery of member ID Cards** – On average, member ID cards are mailed within 1-3 days of when they are requested.
- **Online member service center available 24/7** – Members can manage their benefits any time on our secure, members-only Web site. MyMedica.com allows members to search for a provider, check deductibles and copays, view claims and check payment status.
- **Personalized, accurate customer service** – On average, member calls to customer service are answered in just 25 seconds and 91 percent of questions and concerns are resolved on the first call.
- **Claim processing** – 99 percent of claims are processed correctly the first time and 97 percent are processed within 10 days.

Dedicated to meeting your needs

Employers will also find that Medica staff is focused on making their lives easier. Some highlights:

- **Accuracy of setting up new and renewing groups** – In 2008, Medica achieved over 96 percent accuracy in setting up new groups and renewing existing groups.
- **The Medica Employer and Broker Service Center** – Senior-level professionals provide fast, knowledgeable answers for group administrators related to enrollment, billing, claims and more. Approximately 95 percent of inquiries received in the Service Center are resolved within 24 hours.
- **Multiple enrollment options** – We adapt to your needs by allowing multiple enrollment processes, including paper forms that can be faxed or mailed, online via Employer eServices, or electronic file submission.

A strong, stable business partner

The Street.com HMO and Health Insurer Ratings rated Medica the highest among Minnesota health plans. Medica also continues to receive an "excellent" accreditation rating from the National Committee for Quality Assurance (NCQA).



Your employees' top 4 health plan questions

At Medica employer events earlier this year, we asked customers to share the most common questions their employees ask about their health plan. Here are the most commonly asked questions and where to go for answers.

How do I find a doctor in network?

Your employees can quickly find a provider in their network at medica.com > Find a Doctor > Member through Work and then click on the plan that's listed on their ID card. Employees can also call customer service at the number on the back of their ID card.

What are my copay, deductible, coinsurance and out-of-pocket maximum?

For information that is specific to their plan, employees can go to myMedica.com or call customer service at the number on the back of their ID card.

What drugs are covered?

Employees can use the prescription drug search tool at medica.com > Pharmacy > Member through Work to see if a medication is on Medica's list of preferred drugs. Coverage and out-of-pocket costs vary depending on the employee's plan. Pharmacy information that is specific to the employee's plan can be found by creating a user name and password on myMedica.com. Employees can also call customer service at the number on the back of their ID card.

What services are covered?

For information that is specific to their plan, employees can go to myMedica.com or call customer service at the number on the back of their ID card.

Tips for a successful open enrollment

About 40 percent of our customers renew their health plan each January 1, making fall a very busy time for many of our customers. Following the simple steps below can make the renewal process go more smoothly for both you and your employees.

STEP 1: Review your renewal information promptly and contact your broker or Medica representative if you have any questions.

STEP 2: Decide whether or not to schedule open enrollment meetings. We strongly recommend holding them when you're making a substantial change in benefit levels or you've added a large number of new employees throughout the year.

STEP 3: If you decide to hold open enrollment meetings, contact your Medica account manager right away. The more notice you can provide, the better our account managers will be able to accommodate your needs. All meetings need to be scheduled before December 3, if possible.

STEP 4: Be sure to order enrollment materials early. Materials may arrive in several boxes and will be marked with blue "Medica materials" stickers. Check the boxes when you receive them to make sure that you have everything you need.

If you have any questions about the process, please call your broker or Medica representative.

Key Dates for January 2010 Renewals

	LARGE GROUP	SMALL GROUP
Medica target date for sending January renewals	Sept. 25	Oct. 30
Medica offices closed for holiday	Nov. 26-27	Nov. 26-27
Deadline for employers and brokers to notify Medica of decisions on any outstanding renewals	Nov. 25	Dec. 18
Last day to send Medica any enrollment forms on any additions, changes or deletions of membership to ensure that ID cards are correct and will be received before Jan. 1, 2010.	Dec. 1	Dec. 1
Medica offices closed for holiday	Dec. 25	Dec. 25
Medica offices closed for holiday	Jan. 1	Jan. 1

Affordable options for those ineligible for group coverage

While COBRA has long been offered to the newly unemployed, an analysis by the Commonwealth Fund finds that few can afford it. According to the study, only 9 percent can afford COBRA in the absence of a subsidy or once the current 65 percent premium subsidy available to some workers is exhausted. Family COBRA coverage costs more than three times as much as an average yearly employee health insurance payment.

An individual health plan may be a more affordable option. If your company is in the position of having to reduce your workforce, consider sharing the options below with your employees.

Medica individual products:

- **Medica Direct HSASM** is an open access broad national network plan designed to comply with state and federal high deductible health plan requirements. *Available in Minnesota and South Dakota.*
- **Medica Direct Short-TermSM** is an open access local network plan with 30, 60 and 90 day contracts. *Available in Minnesota and South Dakota.*
- **Medica Direct ValueSM** is an open access broad national network plan that offers traditional deductible and coinsurance plans. *Available in Minnesota.*
- **Medica EncoreSM** is an open access broad national network plan that offers first dollar coverage for preventive services, backed by catastrophic coverage. *Available in Minnesota.*
- **Medica SoloSM** is an open access broad national network plan that offers the lowest priced plan options. *Available in Minnesota.*

Other options for Minnesota residents:

- **Minnesota Comprehensive Health Association (MCHA)** provides individual health insurance coverage to *Minnesota residents* who have been turned down by other insurance companies due to pre-existing health conditions. Due to its high-risk population, this plan typically costs more than other individual plans and should be considered when other options are not available. Medica administers MCHA on behalf of the State of Minnesota.



- **Medical assistance, general assistance medical care and MinnesotaCare** through Medica. Roughly 666,000 Minnesotans receive health care through the state's three publicly funded basic health care programs. Employees should call MinnesotaCare or their local county office to apply. They can choose Medica when they enroll.

For more information:

- Contact your broker or Medica representative
- Call us at 952-992-2080 or 1-800-670-5935
- Email us at medicaindividualproducts@medica.com

Group administrator training highlights

Hundreds of group administrators have already attended one of Medica's group administrator training events in 2009. Employers gave high marks to the training sessions which covered the basics of enrollment and billing procedures, online Employer eServices, where to get your questions answered and more. A health and wellness expert also discussed the programs available to support the health of employees and help them make the most of their health plan.

Participants also had an opportunity to share direct feedback about their Medica experience in small group discussions. Medica takes the feedback we receive from our customers very seriously. We're very dedicated to the ongoing improvement of processes and services to our valued customers and their employees.

Plan to attend one of our upcoming group administrator training seminars. For more information and to register, go to medicatraining.com.

Date	Time	Event	Location
Wednesday, September 16	8:30 – 11:30 a.m.	Small Group Administrator Training (2-50 employees)	Minnetonka, MN
Wednesday, September 23	8:30 – 11:00 a.m.	Small and Large Group Administrator Training	Mankato, MN
Wednesday, September 30	8:30 – 11:30 a.m.	Large Group Fully Insured Administrator Training (50+ employees)	Minnetonka, MN
Wednesday, October 7	8:30 – 10:30 a.m.	Small Group Administrator Training (2-50 employees)	St. Cloud, MN
Thursday, October 8	8:30 – 11:00 a.m.	Small and Large Group Administrator Training	Fargo, ND
Thursday, October 22	8:30 – 11:00 a.m.	Small and Large Group Administrator Training	Bismarck, ND

Employee Health and Wellness 101 – Thursday, October 29, 2009

When it comes to health and wellness, there are two groups of employees.

1. Those in good health—they need tools to help them stay healthy.
2. Individuals who are managing ongoing conditions and serious diseases—they need information and support to help them make good decisions about their care.

Find out how providing the right tools for your employees can lead to a healthier, more productive workforce and also lower your health care costs. Medica makes it easy for you to get started by providing turnkey tools to help you encourage your employees to adopt a healthier lifestyle.

This event is designed for employers who would like basic information on how and where to start.

Training will be at Medica's corporate headquarters in Minnetonka, MN. Register by October 22nd at medicatraining.com.



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Gear up for these Medica health challenges



Rate Your Plate Challenge September 1-30, 2009

Participants simply pick one meal a day to rate their healthy food choices based on what's on their plate. If their meal contains one serving of a fruit or vegetable, one whole grain, and a lean protein, they will earn 1 point.

Register online at medica.com > Employers and Payers > Health and Wellness and click on the "Rate Your Plate Challenge" link.



Chill Out Challenge November 23 - December 18, 2009

Watch for more information about this stress management challenge in the *Employer Update*, Medica's monthly e-newsletter.

Thanks for choosing Medica.
Questions? Call your broker or Medica representative.

Get
connected
and win
a \$100
gift card!

Mail Route CP315
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Minneapolis, MN
55440-9310

MEDICA

Get connected and win a \$100 gift card!

Medica's monthly employer e-newsletter, *Employer Update*, provides timely information on how to:

- Successfully administer your plan
- Implement legislative changes that affect your group
- Improve employee health and reduce health care costs with health and wellness programs
- Engage your employees in healthier living with easy ideas
- Sign up for employer seminars, and more

If you're not already receiving the *Employer Update*, sign up by September 15th at www.medicaplayer.com and be entered in a drawing for a \$100 gift card.

To ensure you receive e-mail communications from Medica, ask your IT department to add the domain, exacttarget.com, to your safe list.

