

Medical Marketing

Content provided by the Large Group and Small Group Medical Marketing teams.



August 2024

1/1/25 Medical Marketing Timeline

Number of Lives	Submission Month	Claims for Initial Quotes
1000+	July	6 months
500-999	August 1-15	7 months
300-499	August 16-31	7 or 8 months
0-300	September	8 months

Note: We understand that there are exceptions. Reach out to your marketer if you have a request outside of these guidelines. Marketing assignments will be available in June for the 1000+ groups and July for all others.

Find estimated timelines of your Wellmark and BCBS of IL large group medical renewals:

[Wellmark >](#)

[BCBS of IL >](#)

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Fully Insured Medical:

BCSB of IL:

Additional MSP Data Collection Efforts in July for Renewing 1-150 Groups | Applies to small, mid-market groups

- Our data solicitation to obtain information from renewing groups for mandatory insurer reporting under the Medicare Secondary Payer Act began last month.
- Email notifications reminding groups that haven't submitted their data, as well as their producers, will be sent the week of July 22.
- More details on this data collection, including frequently asked questions, can be found in our [initial announcement](#).
- Lastly, for groups that do not have a valid email address on file, we will begin a call campaign in July encouraging them to log in to [Blue Access for EmployersSM](#) to submit their MSP data.

Reminder: The deadline for submitting MSP information through BAESM is Sept. 9, 2024.

UnitedHealthcare

First-Dollar Coverage For Telehealth Coverage | Virtual Visits for HDHP and HSA groups ends at completion of the group's 2024 plan year

- All Segments; Fully Insured/Level Funded.
- The Consolidation Appropriations Act (CAA) 2023 extends HSA relief and permits qualified HDHP to provide first dollar telehealth for plans beginning after 12/31/22 through the plan's 2024 plan year.
- Based on the expiration of the CAA Safe Harbor, for plan years beginning on or after 1/1/25 those HDHP/HSA customers and members with \$0 cost-share must go back to standard payment based on their plans virtual care service benefits.
- We will be sending out a notice to both clients and brokers through our Connect emails in July.



[See more on page 2.](#)



**Galileo Health To Become In-Network
Virtual Primary Care Provider, Effective Aug. 1**

- All Size Segments; Fully Insured/Level Funded/Surest Members.
- Starting July 11 members can start scheduling appointments for virtual primary care for dates of service Aug. 1st and after.
- Appointments can be made on the UnitedHealthcare App or myuhc.com.
- Members' cost will align with a typical in office PCP visit.
- If members have Care Cash with their plan they can use towards these visits.
- PCP visits can be used for non-urgent medical care, annual wellness visits, care for common and chronic conditions like diabetes and heart disease, referrals to specialists/labs and prescriptions.



Kevin's Monthly Dad Joke

My daughter said she wanted to be in politics when she gets older.

I asked her:
"Are you insane?
Have you completely lost your mind?
Are you a moron?"

She said:
"Forget it, there seems to be too many requirements."

**Upcoming Dates
& Events**

The following carrier/vendor meeting(s) are scheduled over the next month. Please share any feedback you'd like us to discuss with these carriers/administrators prior to the below meeting dates.

***Anuvi | 8/5 at 8:30AM**

COBRA Services vendor will be making an introductory call.

[Learn More >](#)

***Paytient is a Health
Payment Account
8/7 at 8:30AM**

Where members are extended a line of credit to pay for their employee benefit expenses.

***Employee Benefits
Corporation (EBC)
8/12 at 8:30AM**

We will be covering EBC Services Overview and HSA and Lifestyle Spending Accounts.

**BMI Audit Services
8/14 at 8:30AM**

Email invite previously sent.

Receive 1 hour of CE credit and gain insights for better understanding how to:

- Satisfy health & welfare plan sponsor fiduciary responsibilities
- Reduce regulatory compliance risks
- Maximize the usefulness of claims & eligibility data
- Realize meaningful plan savings

***Please let Kevin know if you would like to attend presentations.**