

Announcement for BCBSNC Producers

BCBSNC to Implement New ID Cards in October

September 19, 2008

BCBSNC will begin implementing a new two-sided member ID card in October. Once implemented, BCBSNC subscribers will receive the newly designed ID card as they enroll, add family members to their policy, or request additional ID cards. In most cases, BCBSNC subscribers will also receive a newly-designed ID card upon their next employer group or individual policy renewal, beginning with November effective dates.

Why are the cards changing?

We've re-designed our member ID card as part of an overall Blue Cross and Blue Shield Association effort to standardize ID cards for all Blue members nationwide. The Association wants to ensure that the benefit information on the cards is consistent and easy-to-find and understand.

Additionally, a North Carolina Senate bill requires that all insurers, as of January 1, 2009, list (1) certain copayments, and (2) either the effective date of coverage, or the issue date of the card.

What will change?

The main change is that the ID card will now be a wallet-friendly, two-sided card instead of a four-sided card. As a result:

- Benefits displayed on the ID card will be reduced to the NC Department of Insurance-required copayment information and information most commonly used at the time of service by providers and members.
- Benefits displayed will reflect the member's responsibility (e.g., \$0 or 20% coinsurance), rather than BCBSNC's responsibility (e.g., 100% or 80%).
- Benefit information for routine vision, chiropractic care and mental health/substance abuse will no longer appear on the ID card.
- If a subscriber also has BCBSNC dental coverage, the Dental Blue[®] logo will be on the front of the ID card.
- Helpful phone numbers and Web site addresses will be grouped together logically on the back of the ID card and will now have easy-to-understand descriptions.

Important Note for Group Producers

We originally notified groups and group producers that this change would occur on Sep 15. Because we've moved the implementation date, BCBSNC group members with October effective dates will receive the current four-sided ID card, rather than the new two-sided ID card.

Please notify your October-effective groups of this change as is appropriate.

Sample ID Card

We are attaching a sample of the new ID card with this communication. Please share this sample with your clients as is appropriate.

Thank you.

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