



# BCBSGA COBRA Administration System Transition

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May 2009



# Overview

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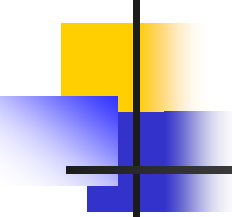
As part of our ongoing effort to standardize and simplify systems for optimal efficiencies, effective June 1, we are partnering with Conexis, a national COBRA benefits administrator, to enhance the services currently provided by the BCBSGA COBRA team. Currently, we successfully partner with Conexis for COBRA administration for our National Accounts.



# COBRA Administrative Service Enhancements

Enhancements resulting from our partnership with Conexis will provide our COBRA customers with additional service options including:

- Instant online employer access to all COBRA eligibility information, including payment status, images of mailed notices, call documentation and an activity record for each participant's file;
- 24/7 online access to a variety of reporting options including eligibility reports, returned mail and financial and management reports with automatic delivery;
- New standard management reports that will be systematically emailed or faxed to groups.
- Many system enhancements that will improve administrative functions, such as COBRA notification, election and payment processing.
- Systematic handling of The American Recovery and Reinvestment Act, commonly referred to as "the economic stimulus bill" or "COBRA stimulus subsidy"
- New! Online participant payment and COBRA election self-service features



# What changes will current COBRA Groups experience?

- **New toll-free customer service number (866-800-2272)**
- New correspondence addresses; including new web site address for groups that have system access today (details provided in group communications)
- New administration team and multi-tiered customer service unit
- We will no longer be using the name COBRA Solutions. Our new name is Blue Cross Blue Shield Georgia COBRA & Billing Administration
- New standard monthly COBRA administration reports that are emailed or faxed directly to the group contacts rather than mailed in paper copy.
- New online reporting of COBRA Qualifying Events. Paper copies can still be used; however, a new Qualifying Event Notification Form will be required.
- If group is billed COBRA administration fees directly by the COBRA unit, the group bills will look different; however, there will be **NO** changes to the administration fees that are being charged.



# What will not change for our current COBRA customers?

Groups with COBRA administration services should expect *no* changes to the following administration services:

- No changes to the type of COBRA administration services provided (i.e., full COBRA administration or direct billing services)
- No changes to terms of the COBRA Administrative Service Agreement/Contract
- No changes for how COBRA is handled for outside carriers (i.e., reporting and premium remittance)
- No changes for how the collected COBRA premiums are reimbursed to the group (i.e., if group receives a check today for the collected COBRA premium, they will continue to receive a check after the transition)



# What changes will current COBRA Participants experience?

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- **New! Customer Service toll-free number (866-800-2272)**
- New! *monthly* billing invoices that will replace annual coupons. Monthly invoices will provide improved accuracy in COBRA participant premium billing and payment processing administration.
- COBRA participants will need to remit their mailed payments to a new address. This change is included in a letter that will be included with their first monthly invoice.
- Participants will now be able to make their payments online and will have 24/7 access to their account activity.
- Participants will be able to pay by credit card, we accept Visa and MasterCard, or by electronic bank draft.
- New Participants will be able to make their COBRA election online.



# What to Expect During the COBRA Administration Transition

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- Sales Account Managers have been working with their groups already to inform them of the new system change.
- Groups have been mailed a [transition packet](#) as well as [additional information](#) that provides details regarding the transition.
- Group training on new online features (including a complete system demonstration and detailed training on entering COBRA information online). [\[view the training schedule\]](#)
- Participants will receive transition letter with their first monthly invoice to be mailed around June 15<sup>th</sup>. [\[view the transition letter\]](#)
- Sales & Agent web cast training on new implementation paperwork and implementation process [\[view the training schedule\]](#)
- We have a Transition Support Team in place to provide immediate assistance with your transition questions. This team will be in place for 90 days after the transition.



# What changes can Sales & Agents Expect for New Groups?

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- A different COBRA Administration sales model - Agents will not be able to purchase COBRA services directly with Conexus.
- We will no longer be using the name COBRA Solutions. Our new name is Blue Cross Blue Shield Georgia COBRA & Billing Administration
- Different COBRA Administrative Service Agreements for new groups and a required Memorandum of Understanding agreement that will be required for COBRA administration to begin.
- New contact information for reaching the COBRA & Billing Administration unit [see “How to Contact Us” Slide]
- New COBRA Implementation process and paperwork will be required for new groups [See additional slides and view the [COBRA Implementation Guide](#) for more information]



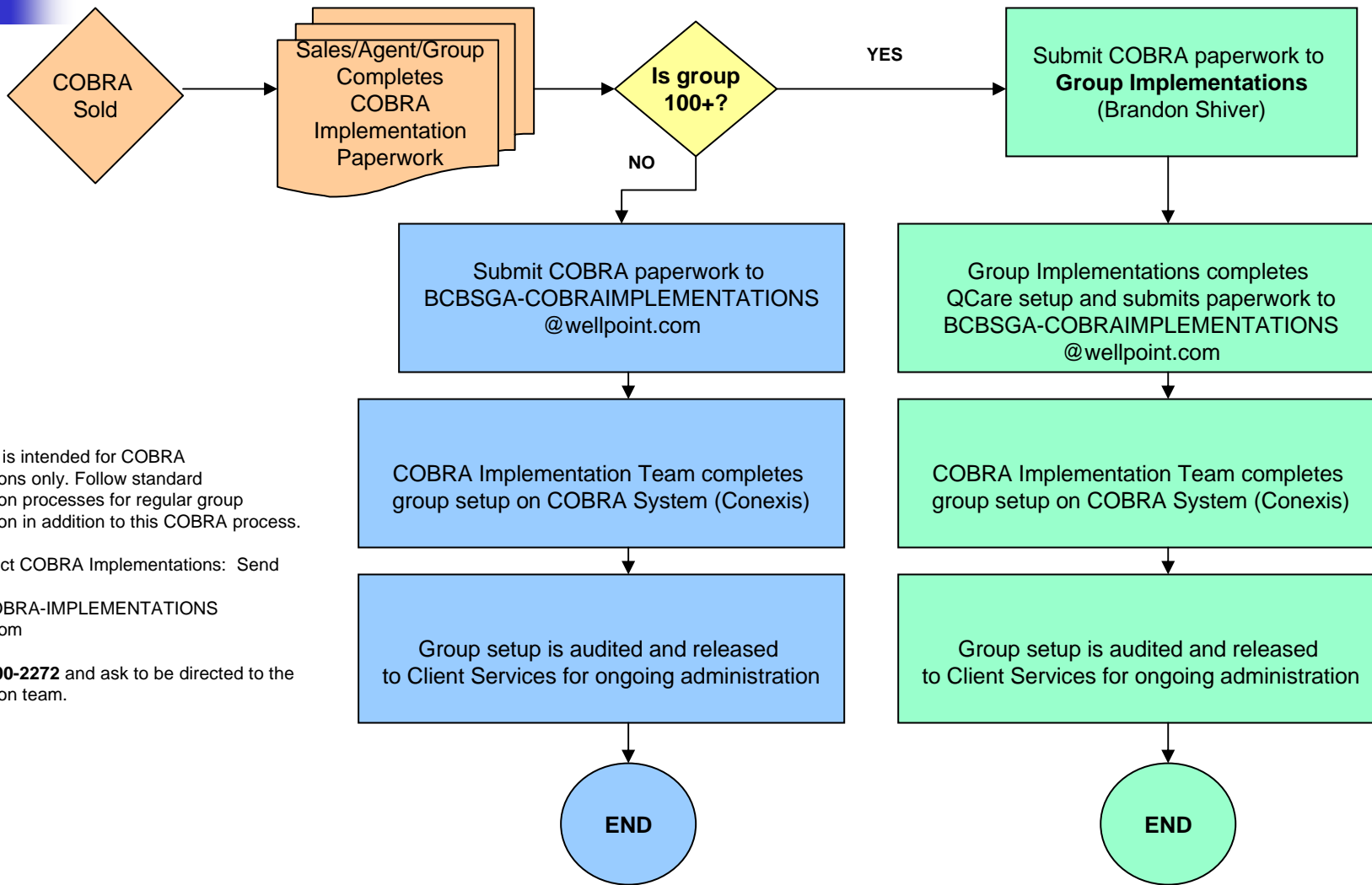
# NEW! COBRA Implementation Paperwork & Process

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There will be new COBRA implementation paperwork required when selling new groups.

- See next slide for new process
- Click on link to COBRA Implementations to download new paperwork and instructions
- Attend a web cast training session

# NEW! BCBSGA COBRA Implementation Process Flow (high-level)



## Notes:

This process is intended for COBRA implementations only. Follow standard implementation processes for regular group implementation in addition to this COBRA process.

How to contact COBRA Implementations: Send an email to:  
BCBSGA-COBRA-IMPLEMENTATIONS@wellpoint.com

Call **1-866-800-2272** and ask to be directed to the implementation team.



# How to Contact Us

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- Who to contact with questions regarding the transition:
  - Contact your BCBS Sales Representative
  - Email questions to [COBRAImplementationSupport@wellpoint.com](mailto:COBRAImplementationSupport@wellpoint.com)
  - Call us at 1-866-800-2272 – request to be connected to the **Transition Support Team**
- Where do I get more information about COBRA?
  - Click on the links provided in the Broker Portal to access more COBRA Information



# Next Steps

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- Attend group system training session
- Attend new implementation process and paperwork training
- Download New Implementation Paperwork