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Brief Notes

News for Brokers and Consultants

November 11, 2010 Vol. 19 No. 722 3 Penn Plaza East, Newark, NJ 07105-2200

Applies to: Consumer Market and Fully Insured groups with freestanding Rx, MMRx or no Rx through CVS Caremark.

Excludes: SHBP, FEP and Medicare.

Free influenza vaccination to fully insured members

Horizon Blue Cross Blue Shield of New Jersey and CVS Caremark are offering vouchers for a free flu shot to fully insured members. Members can redeem the vouchers at CVS/pharmacy stores or MinuteClinic health centers for a no-cost flu shot. The vouchers will be mailed to members ages 18 years and older after November 10, 2010.

The Flu Voucher program provides members with an additional choice of how and where to receive their flu vaccination. The trial program is not meant to replace a member's medical benefit of getting their influenza immunization from their physician. Members continue to have this option as part of their medical insurance.

Members can make an appointment to receive a flu shot from a CVS pharmacist at the time, date and location of their choice by using the *My Flu Shot Scheduler* at **www.cvs.com/flu** or by calling toll-free **1-888-FLU-SHOT** (**1-888-88-GRIPE** for Spanish). MinuteClinic nurse practitioners provide vaccinations seven days a week during regular business hours with no appointment required.

The 2010 to 2011 flu vaccine protects against influenza A H3N2 virus, influenza B virus and the 2009 H1N1 virus.

Frequently Asked Questions (FAQ) are attached for your reference.

If you have questions, please contact your Horizon BCBSNJ sales or account manager.

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Learn about what Horizon BCBSNJ is doing to keep health care affordable at our Health Care Dollars and $ense microsite, <www.HorizonBlue.com/Informed>.

Horizon Blue Cross Blue Shield of New Jersey

Making Healthcare Work.

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Three Penn Plaza East, Newark, New Jersey 07105

FAQ – Horizon BCBSNJ Flu Voucher Program

Q1: Who will receive the voucher?

A1: The voucher will be sent to all members age 18 years and older with fully insured medical benefits through Horizon Blue Cross Blue Shield of New Jersey. The number of vouchers enclosed will reflect the subscriber and dependent count as of October 15, 2010.

Q2: Why is the voucher available only to members age 18 years and older?

A2: CVS/Pharmacy pharmacists are licensed to administer flu vaccinations to individuals age 18 years and older.

Q3: When does the voucher expire?

A3: The voucher expires on February 28, 2011.

Q4: What does the voucher look like?

A4: Please see the attached sample.

Q5: What if a member already received a flu shot from his physician and was responsible for a copayment under his medical plan? Will Horizon BCBSNJ refund the member's copayment?

A5: No. The Flu Voucher program does not replace members receiving a flu vaccination from his physician. The program's goal is to increase the number of members who are receiving their influenza vaccination.

Q6: Does New Jersey's Department of Banking and Insurance (DOBI) know about the Flu Voucher program?

A6: Yes, the DOBI is aware of the program and is supportive of maximizing the number of members who are vaccinated for influenza.

Q7: What if a member loses his voucher?

A7: Lost or misplaced vouchers will not be replaced.

Q8: Can a member contact Horizon BCBSNJ Member Services to receive a replacement voucher?

A8: No, Horizon BCBSNJ Member Services will not replace lost vouchers. Our service representatives will refer members to CVS Caremark Customer Care to answer any questions about the Flu Voucher Program.

Q9: Can a member contact CVS Caremark Customer Care to receive a replacement voucher?

A9: CVS Caremark Customer Care will not replace lost vouchers. CVS Caremark Customer Care can assist Horizon BCBSNJ members with any questions they may have about using the voucher and finding a CVS/pharmacy or MinuteClinic.

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Q10: What if a member is scared of needles/believes the flu shot is dangerous/believes the flu shot causes the flu?

A10: The member should discuss this with his physician.

Q11: Will Horizon BCBSNJ offer the Flu Voucher program in the future?

A11: This will be determined at a later date.

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CVS CAREMARK

Horizon

Horizon Blue Cross Blue Shield of New Jersey
An independent licensee of the Blue Cross and Blue Shield Association.

GET YOUR FLU VACCINATION FOR NO COST.

THE 2010 VACCINE INCLUDES BOTH SEASONAL AND H1N1 STRAINS IN ONE SHOT.

This Horizon BCBSNJ 2010 flu card is good for one no cost vaccination at any CVS/pharmacy® or MinuteClinic® location. Flu card must be presented to receive a vaccination. Photo identification is required.

CVS/pharmacy: Schedule your vaccination appointment by calling toll-free 1-888-FLUSHOT, visiting www.cvs.com/flu or stopping by your local CVS/pharmacy counter. Extended vaccination hours are available. Walk-ins may be accommodated during vaccination clinic hours, but to minimize wait time an appointment is recommended.

MinuteClinic: Flu shots available every day, no appointment needed, visit www.minuteclinic.com for locations.

NAME _____ SIGNATURE _____

BY SIGNING THIS FLU CARD, I CERTIFY THAT I AM THE ORIGINAL AND INTENDED RECIPIENT.

Flu card good until: 02/28/2011

Pharmacist/Practitioner:
See processing instructions on back.

minute clinic

CVS/pharmacy