



May 10, 2006

Blue MedicareRxSM Enrollment Deadline--Final Instructions

With only days left in the Blue MedicareRx Initial Enrollment Period, we want to make you aware of some important details regarding enrollment processing. We ask for your cooperation in adhering to the following details to make this process smooth and timely for all enrollees.

MAY 15 POSTMARKED FORMS WILL BE ACCEPTED!

As mentioned in the May 5 Producer News, the Centers for Medicare & Medicaid Services (CMS) reversed its decision and has instructed plans to accept enrollment forms with a postmark date on or before May 15. While this is good news for your customers, we strongly encourage you to collect your enrollment forms, in person or via fax, and overnight them **DAILY** to the address below.

NCS Pearson
3833 Greenway Drive
Lawrence, KS 66046-5502

For those of you, or your customers, who choose to use regular mail, please note the following Policy regarding postmarked enrollment forms.

Postmarked on or Before May 15, 2006	Sent to Processing
Postmarked on May 16 or later	Enrollment will be denied unless enrollee qualifies for Special Enrollment Period

IMPORTANT NOTE: Regardless of how you forward them, all enrollment forms received in your office on or before May 15, including those with a May 15 postmark, must be received by Pearson no later than May 18.

NEARLY 20% OF ALL ENROLLMENT FORMS ARE INCOMPLETE

Pearson has estimated that approximately 20% of all enrollment forms are missing crucial information. This can be especially problematic during the final days of enrollment. So to ensure your customers are enrolled in a smooth and timely manner, we ask that you use the checklist below **BEFORE** sending the enrollment forms to Pearson.

- ✓ Selected the Plan Type (i.e., Standard, Value or Plus)
- ✓ Indicated his/her date of birth
- ✓ Included all Medicare Insurance Information
- ✓ Selected a Plan Premium Payment Option
- ✓ Provided his/her signature

MISSING INFORMATION COULD RESULT IN A DENIAL LETTER

Per CMS Guidelines, health plans must make every reasonable attempt to complete an incomplete enrollment form by May 22. This includes contacting the enrollee **AND** the Producer. Please give special priority to any calls you receive from Pearson between May 15 and May 22. Failure to obtain missing information before May 22 will result in an automatic denial of the enrollee.

If you have any questions about this information, please contact your Marketing Consultant, General Agent, or call the Blue MedicareRx Hotline at 1-888-723-7423, 8:00 a.m.—5:00 p.m., CST, Monday--Friday. (7:00 a.m.-4:00 p.m., MST)

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