

Agent Update



An Update From BlueChoice HealthPlan Sales/Marketing

January 16, 2009

BlueChoice HealthPlan Introduces Online Sales Tool for Individual Product

BlueChoice HealthPlan is pleased to announce the launch of AppTrac, an online sales tool for our individual product, BlueChoice® for Kids. As announced during our fall agent meetings, AppTrac allows you to e-mail your clients a link that provides all information about the Kids product. Your clients will then be able to complete the enrollment application online (with your commissions intact), and you will be able to monitor the applications throughout the submission and underwriting process.

We believe this Web-based tool will revolutionize the way you sell our individual product and will be a fast, convenient Web experience for you and your clients.

Learn more about AppTrac!

- Visit www.AppTracSC.com
- Select “Login” in the upper right corner of the screen.

Under “E-Mail Address”, enter your Username. Your Username is your last name and six-digit agent code that you use to sell BlueChoice for Kids. Your Password is your Username backwards. Please use all capital letters.

Example:

Username: last name + agent code (SMITHABC123)

Password: username backwards (321CBAHTIMS)

Once logged in, you will be able to create, search and track your prospects. You will also be able to change your Password under “My Account.”

You can also access AppTrac through our BlueChoice HealthPlan Web site!

- Visit www.BlueChoiceSC.com.
- Select “Agents” and then “Products and Services.”
- Select “Applying Online” next to the AppTrac logo.

This will direct you to the AppTrac Web site. Select “Login” in the upper right corner of the screen and then you can enter your Username and Password.

If you would like additional training on AppTrac, or if you have questions concerning AppTrac, please contact your small group and BlueChoice for Kids marketing representatives:

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