

Agent Update



An Update From BlueChoice HealthPlan Sales/Marketing

June 4, 2009

RETROACTIVE EFFECTIVE DATE DISCONTINUED FOR INDIVIDUAL APPLICATIONS

Earlier this year, BlueChoice HealthPlan introduced AppTrac (www.AppTracSC.com), our online sales tool for our individual product. Applications you submit through AppTrac provide you with a quick processing time and real time status updates.

While we highly recommend that you use AppTrac for enrolling your customers, paper applications must be in our office by the requested effective date. We will no longer give retro effective dates for applications that we receive after the effective date. Those applications will receive the next available effective date.

Please allow adequate mailing time to ensure that we receive original paper applications by the effective date or apply online at www.AppTracSC.com.

For more information, please contact your individual marketing representative, Melissa Gimbel at 800-327-3183, ext. 25249 or Rhonda Hays at 843-324-6567.