

## Announcing membership ID card enhancements

April 2009

Dear Valued Benefits Administrator:

I am writing to let you know about upcoming enhancements to our membership identification cards. The new ID cards will benefit members in many ways, including faster delivery time for ID cards, streamlined claims processing, and expanded use of our toll-free number, 1-800-275-2583.

**What is changing on the ID cards?** Information on the new cards will be grouped into sections. Each section will have information specific for the member, such as name, ID number, and cost-sharing information. Please refer to the enclosed flyer to view samples of the ID cards highlighting features of the new format.

**Why are the cards changing?** We are standardizing the format of our member ID cards for consistency and clarity. This change will result in several advantages for our members.

**What are the benefits of the new ID cards?** There are several benefits:

- The new standardized format will make it easier for health care professionals because member cost-sharing information (copays, coinsurance, etc.) will be in the same place on every card.
- The new cards promote our toll-free number, 1-800-275-2583. Members will need to use only one number to reach Customer Service, call a Health Coach, or find out information on our AmeriHealth Healthy Lifestyles<sup>SM</sup> programs. In addition, this number will be used for precertification of many covered services.
- The new cards will prominently display vision and prescription drug symbols on the front for members with these benefits. Toll-free numbers for information regarding prescription and mental health benefits will be printed on the back of the cards.
- The new cards have a toll-free activation number for members to call when they receive them. By calling this number and answering a few questions, we will confirm that members have received their new cards. We will also use the activation process as an opportunity to find out information on any other insurance that a member may have, which will allow us to process claims more efficiently when another carrier is involved. *Important: The activation feature does not affect the coverage effective date in any way.*
- The production process will be streamlined so that members will receive their new ID cards more quickly when they have a benefits change or need a replacement card.

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**When will the cards change?** Beginning in May 2009, we will issue new ID cards when a member requests a duplicate ID card, has a benefits change (such as enrolling in a new plan), changes information (such as adding a dependent or changing a last name), or when HMO/POS members select a new primary care physician. Members may continue to use their current card until they receive a new one.

If you have any questions regarding these exciting changes to our ID cards, please contact your AmeriHealth account executive or broker.

Sincerely,

A handwritten signature in black ink, appearing to read 'Michael A. Munoz', with a large, stylized flourish at the end.

Michael A. Munoz  
Vice President, Marketing and Sales

Enclosure