

Brief Notes

News for
Brokers and Consultants

January 28, 2013 Vol. 22 No. 901

Three Penn Plaza East, Newark, NJ 07105-2200

Applies to: All markets

Horizon Blue Cross Blue Shield of New Jersey selects DeCare for dental administration

Horizon Blue Cross Blue Shield of New Jersey is pleased to announce its relationship with DeCare Dental, a leading provider of dental solutions nationwide. DeCare will be our dental vendor for administration of our commercial and consumer products, effective February 1, 2013. DeCare administers dental benefits for 8 million Americans and serves 73,000 employer groups along with 20 leading health and dental plans.

DeCare administers a suite of dental products in the marketplace, including a number of products designed specifically for use in health care exchanges. In addition, DeCare uses cutting-edge analytics to deliver unparalleled, long-term cost savings.

Customers enrolled in a small employer group Dental Option Plan, or a large employer group dental plan now have broader network access outside of New Jersey through the National Dental GRID, which offers up to 82,000 unique participating providers.

The National Dental GRID links the dental networks of most of the Blue Cross and/or Blue Shield Plans together to provide customers with seamless, hassle-free access to in-network dentists across the country. For multi-state employer groups and their employees, this means:

- Convenience – more dentists in more locations.
- Savings – bigger discounts and no access fees.
- Peace of mind – the brand you trust is now even stronger.

(Continues)

Horizon BCBSNJ is making it easier for our members to find new health care professionals who have joined one of our networks in the last 30 days. Visit HorizonBlue.com/Directory and click *See who recently joined the network* to learn more.



Horizon Blue Cross Blue Shield of New Jersey

Making Healthcare Work.

Services and products provided by Horizon Blue Cross Blue Shield of New Jersey or Horizon Healthcare of New Jersey, Inc., each of which is an independent licensee of the Blue Cross and Blue Shield Association.

The Blue Cross® and Blue Shield® names and symbols are registered marks of the Blue Cross and Blue Shield Association.

The Horizon® name, symbols and *Making Healthcare Work*® are registered marks of Horizon Blue Cross Blue Shield of New Jersey.

© 2013 Horizon Blue Cross Blue Shield of New Jersey, Three Penn Plaza East, Newark, New Jersey 07105-2200.

Horizon BCBSNJ will retain product development and oversight, network management, sales, underwriting, account management and group/member ownership. We anticipate a smooth transition to DeCare for you, your clients and their employees.

Horizon BCBSNJ and DeCare are committed to providing you and your clients with any additional support needed.

Please read the following questions and answers to learn more about this new relationship.

Q1. When is this change to DeCare effective?

A1. This change is effective February 1, 2013.

Q2. Why is Horizon BCBSNJ making this change?

A2. This change will enhance our current customers' experiences and better position Horizon BCBSNJ for future dental market opportunities by leveraging DeCare's industry expertise.

Q3. Will Horizon BCBSNJ continue to own sales functions and broker relationships?

A3. Yes, Horizon BCBSNJ will continue to be responsible for maintaining sales and broker relationships and account management services.

Q4. Will the broker hotline number change?

A4. No, the broker hotline number (1-800-682-7691) will not change.

Q5. Will I still have access to the Broker Portal?

A5. Yes, Horizon BCBSNJ will continue to maintain the Broker Portal and expects no change to the current functionality.

Q6. How does this transition affect the member's experience?

A6. We expect minimal changes to the member's experience. DeCare will administer dental claims processing and customer service functions for all our commercial, consumer and Medicare Advantage members. Horizon BCBSNJ will retain product development and oversight, network management, sales, underwriting, account management and group/member ownership.

Our toll-free customer service number will remain the same: **1-800-4DENTAL (1-800-433-6825)**. We are pleased to offer our members extended service hours effective February 1, 2013. Representatives will be available Monday through Friday, between 8 a.m. and 8 p.m., Eastern Time.

Members can continue to access their plan information by visiting Member Online Services at **HorizonBlue.com/Dental**.

Members will see a change in the way their information is formatted on their Explanation of Benefits (EOBs); however, the information available on the EOBs will not change.

The addresses of where to send appeals and other inquiries have changed. The new mailing addresses will be printed on the back of the EOB.

(Continues)

Q7. Will my clients' employees receive new identification (ID) cards? Will ID numbers change?

A7. If your client is a small group (two to 50 employees) employer account offering a Dental Option plan or a large group (51 or more employees) employer account offering a dental PPO plan, covered employees will receive a new ID card and will be eligible to access more dental providers through the National Dental GRID. ID numbers will not change.

Q8. When will my clients' employees receive access to the National Dental GRID?

A8. Covered employees of small group accounts offering a Dental Option plan and large group accounts offering a dental PPO plan will have access to the National Dental GRID network beginning February 1, 2013. Information will be provided on your clients' employees' new ID cards.

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

Our new vendor relationship with DeCare will ensure your clients continue to have access to affordable dental administration services.