

### BROKER UPDATE

#### July 2006

#### NEW SALES SUBMITTAL CALENDAR

Here is the New Sales deadline calendar for the next few months. Thank you for your continued effort and cooperation in adhering to this calendar.

Desired Effective Month	"No Later Than" Date	Effective Month if After Deadline
September 2006	Monday, August 21 <sup>st</sup> , 5 p.m.	October 2006
October 2006	Wednesday, September 20 <sup>th</sup> , 5 p.m.	November 2006
November 2006	Friday, October 20 <sup>th</sup> , 5 p.m.	December 2006
December 2006	Monday, November 20 <sup>th</sup> , 5 p.m.	January 2007

#### STAFF UPDATES

In order to more efficiently process your quote requests and get your new business processed quicker, we have strengthened the New Business Team's support staff with the addition of **Rachel Benton** in the position of Pre-Sale Account Service Associate. Additionally, **Susan Minnaugh** has been promoted to Post-Sale Account Service Associate, replacing **Pamela Herrera**, who has moved on to the Individual Team. The Administrative Assistant position will be filled shortly, thus completing the New Business Team's structure.

We congratulate all our team members on their recent transfers and promotions within the organization and thank them for their continued efforts in serving our clients.

#### BROKER WEBSITE ACTIVITY – AN UPDATE

As you know we have continually worked to update and maintain the BROKER section of the LHP website. However, all work and updates were placed on hold the past few weeks because the website was undergoing a comprehensive, regulatory-required upgrade. The upgrades are now done so we will return to our routine efforts in maintaining and refreshing the broker area of the website. Look for updated forms, as well as new information and features in the next few weeks. All web-based needs have been prioritized with the vendor and the Sales Department is in the "project queue" with other departments who also have posting needs. We anticipate the web being fully update by the end of August.

Thank you to those who have written to us noting needed changes. Thank you most of all for your use and support of the website!

## EMAIL FORMAT CHANGES

Our email name is changing. It will now be [@lovelace.com](mailto:firstname.lastname@lovelace.com), instead of [@ardenthealth.com](mailto:firstname.lastname@ardenthealth.com). The full format will be as follows:

[firstname.lastname@lovelace.com](mailto:firstname.lastname@lovelace.com)

Please update your email address books accordingly. Our contact list is attached to this email as a separate document, for your convenience.

## COMMISSION SCHEDULE – A FRIENDLY REMINDER

We trust all our brokers know that our commission schedule changed last fall. Our new sale commission schedule is as shown below. We value and appreciate your business and just wanted to remind you of our current commission schedule. The schedule is also posted on the Web.

**Lovelace Health Plan  
Broker Commission Schedule  
For New Sales effective on/after  
September 1, 2005 (\*)**

### **SLIDING SCALE:**

<b>Premium Range</b>	<b>Percent</b>
\$0.00 to \$10,000	12%
\$10,001 to \$30,000	9%
\$30,001+	6%

*\* Groups in-force prior to 9/1/2005 remain on the 10% sliding scale.*

## DEDICATED FAX NUMBER FOR NEW SALE QUOTE REQUESTS

**We have dedicated one of our Sales Department fax machines to receiving your new business quote requests.** The fax number is (505) 262-7545. Please direct your faxed quote requests to this number for prompter quote services. The fax machine will be monitored frequently and, as we progress, without other business matters inter-mixed. This means we can begin the processing of your quote requests more quickly!

To complement this change, all other business matters may be faxed to (505) 262-3783. This will also help improve our responsiveness to your faxed general business matters.



## DELIVERY SYSTEM UPDATES

The relocation and remodeling projects throughout the delivery system continue in full swing. Major highlights include the following:

✂ Construction of the Emergency Room at the Lovelace Medical Center-Downtown begins on August 1<sup>st</sup>. The 26,000 square-foot, 34-bed emergency department (ED) is expected to open in the beginning of 2007. The 34 beds represents a doubling of current capacity and the new ED will be able to serve up to 68,000 visits per year at capacity.

✂ Construction begins August 1st on the Cardiology floors of the Lovelace Medical Center-Downtown, with an anticipated opening in March 2007.

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**Banners abound!** New Lovelace Banners have been unfurled at the Lovelace Medical Center-Downtown and the Lovelace Medical Center-Gibson. The downtown facility features a 50' x 90' banner on the north side of the building. It took three full days to unfold and secure! The Gibson facility has banners on the east and west sides of the building stating, "Yes, we're open!"

## CHECK OUT THE NEW LOVELACE WEB SITE

Be sure to look at our new redesigned Lovelace Web site at [lovelace.com](http://www.lovelace.com)! The new Web site features items such as Doctor Finder, bios of physicians, information about the Lovelace system and news and events. In the future, the Web site will have online appointment capability and construction updates. Here is the handy link: [http://www.lovelace.com/](http://www.lovelace.com)

## **NURSEADVICE NEW MEXICO – NURSE LINE GOING STRONG!**

The first month of the NurseAdvice New Mexico telephone line was a great success! LHP's membership data loads were successful and call activity has been brisk. This 24/7 nurse advice line service began July 1<sup>st</sup>. The service is offered through a partnership of several healthcare organizations and the service is open to anyone, whether they are insured or not. The toll free NurseAdvice phone number is 1-877-725-2552, and language services are available for other than English needs. The TTY phone number is 866-283-7540. We encourage you to let your groups know of this valuable service.

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