

BROKER NEWSLETTER ~ NEW YEAR EDITION ~

NEW SALES DEADLINES CALENDAR

Here is the latest 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
February 2007	Monday, January 22 nd , 5 p.m.	March 2007
March 2007	Tuesday, February 20 th , 5 p.m.	April 2007
April 2007	Tuesday, March 20 th , 5 p.m.	May 2007
May 2007	Friday, April 20 th , 5 p.m.	June 2007
June 2007	Friday, May 18 th , 5 p.m.	July 2007

KATHY ROMERO RETIRES

It was with mixed emotions that Lovelace Health Plan announced the retirement of Kathy Romero, VP Sales. Thankfulness abounds for Kathy's miraculous healing after her illness. Her continued recovery is going very well but requires she give her full attention to it, thus Kathy's decision to retire. We at the health plan wish her all the best in her recovery as well as in the next phase of any endeavors she may undertake.

LHP President Gayle Adams announced the appointment of Marlene Baca as the Chief Sales and Service Officer. Welcome to the Commercial Sales department, Marlene!

STAFF UPDATES

As you likely know from previous communication, the new sales team recently had a vacancy in the pre-sale position. We are pleased to announce the appointment of Lisa Droelle to the position of Pre-Sale Account Services Associate. Lisa joins the New Business Team, which is ready and waiting to assist you with your quotes and sales. Quote requests and all pre-sale requirements should be submitted to Lisa Droelle who can be reached at 232-1797 or via email at Lisa.droelle@lovelace.com.

We are pleased to announce the appointment of Lynell Soladay to the Small Case Account Associate position which resulted from Lisa's move to new sales. Lynell has been with Lovelace Health Plan nine years, the past three in the Commercial Sales Department as the Project Manager. Lynell will be servicing the accounts previously serviced by Lisa. She can be reached at 262-3034 or lynell.soladay@lovelace.com.

Lastly, Leslie Shainline, Health & Promotion Director has moved on from Lovelace. Leslie was instrumental in promoting worksite wellness programs, coordinating last fall's Flu Shot Event (and generally getting health plan staff to eat a couple more fruits or vegetables than we would have otherwise!) We wish Leslie all the best in her exciting new endeavor!

ADDRESS CHANGES AND W-9s ~ SCHEDULE A (5500) REQUESTS

Just a friendly reminder that if you have a **change of address** please notify us immediately as we need to have you complete an updated W-9 form. Any other **W-9** related information that may affect commissions should also be reported at your earliest convenience. You may contact Dawn Romero at 232-1780 (or 1-888-684-0466) outside the Albuquerque metro area). Dawn can also be reached via email at dawn.romero@lovelace.com.

It will soon be that time of year when requests for the "**Schedule A**" (5500) arise. You may submit your requests for this material to Stephanie Medina of the Finance Department. Stephanie can be reached at 232-1886 or via email at Stephanie.medina@lovelace.com

SALES DEPARTMENT HAS NEW TOLL-FREE NUMBER FOR BROKERS

We are pleased to announce the implementation of a toll-free number to better serve our customers outside the Albuquerque metro area. The toll-free number is 1-888-684-0466. This number takes you to the receptionist desk, staffed by Ms. Dawn Romero. She would be glad to further facilitate your calls to appropriate staff members.

At this time we would like to reaffirm our incoming call services and protocols. The receptionist line's purpose is to facilitate your calls forward to your new or service sales representative. Understandably, the lines can be quite busy at times in which case your call may go to voice mail. The receptionist monitors voicemail constantly and will handle your call forward as with any call. Our policy is to return your phone calls within 1 business day (8 hours) and we strive to meet that standard. If you have any concerns with the standard not being met we welcome your feedback. We do, however, ask for your support of this policy when placing calls.

BROKER DIRECT DEPOSIT PROGRAM WELL RECEIVED

Upon announcing the broker direct deposit program last month we received a good many requests – THANK YOU! We are glad to offer this service to you. As a recap:

- Ideally, if you can scan your voided check into PDF format, you may email your completed form and the PDF documents to Dawn at Dawn.Romero@Lovelace.com; or
- The form and a copy of the voided check may be faxed to Dawn's attention at fax number 262-3783;
- Lastly, you may mail your form and voided check copy to Dawn's attention at Lovelace Health Plan Sales Dept., 4101 Indian School Rd., Albuquerque, NM 87110.

If you have any questions, contact Dawn at 232-1780.

Please note that it will take our banking partner 6-7 working days to verify and test all of the information once they receive the direct deposit request. Therefore, direct deposit requests received prior to the 15th of the month should be effective for the following month. For example, direct deposit requests received prior to January 15th will allow for direct deposits for the February 2007 commissions.

SPECIALISTS JOIN LOVELACE

We share this information with you; the first is excerpted from an article in the Albuquerque Journal's 12/30/06 edition.

HEART EXPERT JOINS LOVELACE

Lovelace Westside Hospital has expanded its heart care team with the addition of a specialist from Los Angeles. Cardiologist Pedro Ortiz, 44, moved to New Mexico earlier this month and is seeing patients at the West Side location and the Lovelace hospital on Gibson. Ortiz will specialize in invasive and non-invasive procedures that help detect problems such as damage to heart vessels and obstructions that impede the flow of blood to the heart. Ortiz will spend about one day a week at the Lovelace hospital on Gibson but will primarily work at Lovelace Westside Hospital.

His expertise will be a welcome addition to the services offered at the Westside Hospital, said Clay Holderman, chief executive officer of the hospital. "Cardiac emergencies are consistently our No. 2 or 3 most common cause of emergency room visits," he said. Cardiology services at Westside are provided by three cardiologists who are based at the hospital on Gibson.

Ortiz was born in Mexico and attended high school in Los Angeles. He returned to Guadalajara for his medical degree. Ortiz studied cardiology at the University of Puerto Rico in San Juan Puerto Rico. In 2004, he joined the East Los Angeles Cardiology Medical Group at the White Memorial Medical Center in Los Angeles, Calif. Dr. Ortiz is married and the father of two daughters, ages 9 and 4.

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Dr. R. Randolph Waterford, Peripheral Vascular, Endovascular, and Cardiothoracic surgeon has joined Lovelace. Dr. Waterford received his medical degree from the Stanford University School of Medicine. He completed his general surgery training at the University of Michigan Medical Center and his formal cardiothoracic surgery training at the University of Pennsylvania Hospital. Dr. Waterford then received fellowships and trained in many heart-related matters such as mitral valve repair, cerebrovascular disease, endovascular therapies and thoracic oncology - to name just a few!

If you would like to "unsubscribe" to this newsletter, please contact Dawn Romero at 232-1780 or email her at [dawn.romero@lovelace.com](mailto:dawn.romero@lovelace.com) to be removed from this distribution. If you have updated your email, you can let Dawn know that information also.