

**BlueLinks... eNews for Brokers and Consultants**

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Welcome

Dear Business Partner:

At Blue Cross Blue Shield of Massachusetts, our concern for our members goes beyond their medical care. A recent body of research has shown a relationship between oral health and overall health, especially for people with diabetes and for pregnant women. We've responded to this research by enhancing our Blue Care® Connection for *Diabetes* and Living Healthy Babies®' programs to include an oral health focus, which you can read about below.

Also in this edition of *eNews*, we've included important information about changes to our requirements for Broker of Record letters. Finally, you'll learn about our new WebMD®" University online class on reducing stress.

As always, we appreciate your continued support and involvement. If you have any questions, please do not hesitate to contact your Account Executive.

Sincerely,

Carlos Cubia
Vice President
Sales Division

In the September 2005 issue of BlueLinks eNews:

- [Wellness Program Updates: The Oral Health/Total Health Connection](#)
- [Changes to Broker of Record Letter Requirements](#)
- [WebMD University: "Stress. Less."](#)

Note: If the above links do not work, scroll down to read the articles.

Wellness Program Updates: The Oral Health/Total Health Connection

As you can read in the September edition of *Important Administrative Information*, we have begun offering integrated health and wellness programs that promote both dental health and overall health. These program enhancements are in response to studies showing that dental care has an impact on total health and well-being.

This September, we're launching a pilot expansion of our Blue Care® Connection for Diabetes disease management program to include a focus on dental care. By increasing participants' awareness of their oral health, we can help facilitate dental interventions for our dental members that could improve their overall health.

In addition, we've begun educating moms-to-be through our Living Healthy Babies program about the connection between oral health and prenatal health and the importance of regular dental checkups. Also, all Dental® Blue and Dental Blue PPO members are now eligible to enroll in Living Healthy Babies, which provides new mothers with a book and other information about pregnancy and child care, telephonic support, and discounts on child safety products and infant and toddler accessories.

If you have any questions about these programs, please contact your Account Executive.

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Changes to Broker of Record Letter Requirements

In order to provide you and our mutual clients with the best possible service, we recently conducted a thorough review of our Broker of Record letter policy. As a result of this review, we will require additional information in BOR letters in order to accurately administer the Blue Cross Blue Shield of Massachusetts BOR policy.

Effective immediately, all BOR letters must:

1. Be printed on your clients' company letterhead.
2. Be signed by a company-authorized signer from your clients' companies.
3. Be dated, and indicate a requested date of change.
4. Include a declaration naming you or your agency as the exclusive BOR for your clients.
5. Include a statement recognizing that commissions, if applicable, will move to the new broker. (Please note that commissions, if applicable, will become effective with your clients' next billing cycle.)

As of October 1, 2005, when you are working with a prospective client who designates you as the BOR, we will no longer accept any BOR letters that are not compliant with our new policy.

You can read a sample BOR letter by clicking [here](#). This letter is also posted on the **Broker Central** and **BlueLinks For Employers** sections of our website, bluecrossma.com.

We thank you for your support as we continue to improve our service to you and to our mutual clients. If you have any questions or concerns about this change, please contact your Account Executive.

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WebMD University: "Stress. Less."

As part of our ongoing WebMD University program, we are pleased to announce our next course offering: "Stress. Less." This free, four-week, online class helps people learn about the signs and symptoms of stress and how to best manage it. Course features include:

- Interactive chats with experts about tough questions and issues
- Weekly newsletters with helpful links and related topics
- Fact-filled articles, healthy recipes, and interactive tools
- A convenient, stress-free schedule of events, with the virtual classroom available 24 hours a day, 7 days a week

The course topics are as follows:

Week One: Pinpoint Your Success

Week Two: Specifics About Stress and Your Health

Week Three: Take Charge of Your Stress

Week Four: Focus on the New, Relaxed You

"Stress. Less." runs from October 24 through November 18. Participants can register for the course beginning October 10 by visiting bluecrossma.com.

If you have any questions, please contact your Account Executive.

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If the above links are not functioning in your email, copy and paste the URLs listed below into a browser window.

Sample BOR letter:

http://www.bluecrossma-bluesline.com/BlueLinks_eNews/BLinks_Sept05/BOR_letter.html

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