



From the Desk of... Mark Reynolds, RHU

Greetings:

March 3, 2008

Beginning this month I will email an update to all Chamber Executives as well as any support staff you desire. In addition I will include the brokers who have committed to supporting the Chamber and Ben-e-lect in the marketing of the Chamber sponsored BEN-E-LECT Plan. If you would like any additional staff or members to receive this update please let me know.

I will use a simple format consisting of a topic followed by a very short update. I will be cautious about proprietary information and will not share any information specific to your chamber without your permission.

Here we go with the first edition of your Chamber BEN-E-LECT Update.

New Chambers Endorsing Ben-e-lect

In February, our Chamber Health Plan grew with the addition Chambers from Irvine, Newport Beach, Vista, and Santa Barbara. I want to say welcome to all and to each express my appreciation for the leadership you have displayed in this process.

Pending Chamber Decisions

At present there are 15 additional Chambers considering the BEN-E-LECT Plan for their members. Clearly, the soaring cost of health insurance premiums is a catalyst for this interest and the momentum our plan is seeing.

Blue Print for Installation

We determined that BEN-E-LECT needed to design an organized method to guide the actions and announcements as a Chamber, Chamber agent, and BEN-E-LECT introduce the plan to membership. In response we created our Blue Print for Installation.

The Blue Print is a guide to determine “how to” and “when to” introduce the plan to members. It helps identify meetings and other venues at which either BEN-E-LECT or your agent should be present, as well as identifies newsletters, e-blast, Exec emails, and other outlets to disburse information about the plan to members.

The Blue Print has been fine-tuned as a result of installment meetings with leaders from Escondido, Chino Valley, and Santa Barbara. If you did not have a chance to install using the Blue Print it may be worth revisiting.

Brokers

Each Chamber has at least one broker or agency committed to supporting the Chamber’s Group Health Plan. BEN-E-LECT will assist and support each broker to insure there is a persistent marketing effort to enroll members to the program. They are all receiving this update as well as their own separate update with ideas and information.

May 1st, Blue Cross will adjust its rates (big opportunity!)

I said adjust, but let’s face it, more than likely the rates will go up. Blue Cross adjusts its rates every May 1st. They call it a “focal renewal” and estimates are that it affects 50-70%