

LABORMatters

THE BLUE COMMITMENT TO LABOR | BETTER CARE FOR AMERICA'S WORKERS AND THEIR FAMILIES

SUMMER 2013

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New Strategic Alliance Partner, Part D Advisors, Inc., Presents Opportunities for Cost Recovery

Part D Advisors, Inc. (PDA) was accepted as an NLO Strategic Alliance Partner at the April meeting of the NLO Board of Directors.

Founded in early 2005 by four industry experts, PDA is able to expertly navigate all aspects of Medicare's Part D Subsidy Program. The Retiree Drug Subsidy (RDS) was established to provide an incentive to plan sponsors to maintain their retiree drug plans. PDA has been managing the subsidy since it was first implemented in October, 2005, and filed for the initial interim payments in April of 2006. The company has reviewed claims for over a million participants with more than 100 million claims, and currently warehouses claims data of over \$15 billion.

PDA has filed more initial and reopening applications, payment requests and final reconciliations than any other organization. By utilizing a targeted drug filter and comprehensive eligibility review PDA is able to find unmatched claims resulting in increased subsidy recoveries from previously reconciled years.

Through a strategic alliance with PDA, NLO plan sponsors are seeing additional subsidy recoveries on average of 6 to 15 percent. This alliance provides critical services to protect plan sponsors by:

- Locating potential compliance issues
- Correcting issues prior to a CMS audit
- Locating additional past subsidy potential
- Correcting incomplete data filings (e.g., SSNs, Dates of Birth, etc.)
- Warehousing data for the required six years in a correct format in the event of a CMS audit

PDA will administer the NLO plan sponsor's entire application on a risk-free basis. There are no up-front costs. PDA's professional fees are based solely on a percentage of the additional recovered subsidies. If no additional subsidy dollars are recovered, PDA receives no compensation. ■

For more information, contact Eric Singer at 888-207-6478, esinger@partdadvisors.com or visit www.PartDAdvisors.com.

Labor Matters is a publication for anyone working in or with organized labor. The information about various vendors and their products and services is provided for informational purposes only.

Views expressed by contributors are their own and do not necessarily reflect the views of the National Labor Office or the Blue Cross and Blue Shield Association. Any health information contained in *Labor Matters* is not intended to substitute for the sound medical advice of your doctor. If you have any questions or concerns regarding your medical condition, you should discuss them with your doctor.

If you or someone else would like to receive a copy of this newsletter or have an address to update, please contact the National Labor Office at nlo@bcbsa.com or 202.626.4815.

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Executive Director's Corner

A MESSAGE FROM THE NATIONAL LABOR OFFICE EXECUTIVE DIRECTOR, **BONNIE SUMMERS**



Colleagues from across the Blue Cross and Blue Shield family came together to support victims of tragedies that occurred earlier this spring. In Massachusetts and Oklahoma Blue companies and alliance partners provided much needed relief to those in need, and Plan colleagues nationwide contributed to relief funds to aid those affected.

The Boston Marathon bombing changed many people's lives forever. As Massachusetts Governor Deval Patrick noted, "At times like this we are one state, one city and one people." The One Fund Boston was created to aid those impacted by the April 15 tragedy, and Blue companies and employees responded with generous donations

to the campaign. In total, Blue Plans and employees have given \$274,005 to The One Fund over the past several weeks," said Scott Serota, BCBSA president and CEO. Blue Cross and Blue Shield Plans and BCBSA also aided those displaced by violent tornadoes in central Oklahoma. Donations exceeding \$107,000 have been made to The Salvation Army Emergency Disaster Service, which has been on the scene providing support and ministering to tornado survivors. The donations will help fund both financial and material aid, including clean-up supplies, personal and household items and Salvation Army clothing stores vouchers throughout the year.

In many other ways, people reached out to help make a difference. The articles in this issue are about some of those people who came together and helped make a difference.

Let the long days of summer begin making a difference for you by increasing outside activity. Many great programs are available to encourage moving more and sitting less. This newsletter features articles about walking programs that promote staying fit and keeping healthy. Good luck with your programs and keep up the good work.

The NLO remains committed to the support of the Blue Plans on behalf of labor customers. Whether in traditional group settings, or via the new exchange market, the NLO's mission remains: The Blue Commitment to Labor—better care for America's workers and their families.

For information regarding Blue Plan programs, please contact your local Plan. If you have any labor-related questions, please contact the NLO at 202.626.4815.

In unity,

A handwritten signature in black ink, appearing to read 'B. Summers', with a stylized flourish at the end.

Bonnie Summers, PAHM, CMCE, CHC
BCBSA National Labor Office

Blue Cross and Blue Shield Companies Support Boston Marathon Victims



To date, Blue Cross and Blue Shield companies have provided combined support of \$275,005 to The One Fund Boston. The Fund was created by Massachusetts Governor Deval Patrick and Boston Mayor Thomas Menino to raise money to help those families most affected by the horrific events.

Blue Cross Blue Shield of Massachusetts (BCBSMA) expressed much gratitude for the heroic efforts made by law enforcement, first responders and caregivers who worked so courageously to assist victims of the bombing at the Boston Marathon.

BCBSMA worked closely with local physicians, hospitals and other healthcare providers to ensure that their members who were affected by the tragedy received the healthcare services and treatment they needed. These efforts were led by a dedicated member support team consisting of clinicians and customer service specialists.

Also, BCBSMA made their Employee Assistance Program, LifeWorks by Ceridian, available to all BCBSMA members who needed support or assistance in coping with the effects of the Boston Marathon tragedy. These resources were at no cost to the members and included 24-hour access to behavioral health consultants for clinical assessment, and referrals to community and online resources.

As part of the effort to support the broader community, BCBSMA contributed \$100,000 to The One Fund Boston, and matched dollar-for-dollar any contribution its 3,500 employees made.

Blue Cross Blue Shield of Massachusetts has always been *One Community One Blue* and is proud to call Boston their home. ■

Magellan Health Services Establishes National Toll-Free Hotline Following Boston Marathon Bombings

Magellan Health Services Inc., in response to the Boston Marathon bombing tragedy, set up a 24-hour toll-free hotline to help individuals process

feelings of grief, sorrow and depression following the bombings, regardless of whether or not they are Magellan customers. Additionally, the company posted a toolkit of materials on its website. These materials are available at www.magellanhealth.com/ourcompany/magellan-cares/tragedy-in-boston.aspx.



The hotline, **1-800-327-745**, is staffed by behavioral health professionals to offer counseling services to help people cope with the feelings of fear, sadness, anger and hopelessness that can occur following such a tragedy.

"We want to take every opportunity to support those in need during these difficult times," said Barry M. Smith, Magellan's CEO. "This event touched all of us very deeply, and as a national leader in behavioral health we wanted to make certain that people had access to professionals who can counsel them. It's important during times like this that we come together as a nation to lend whatever assistance we can."

For additional information, visit www.magellanhealth.com or contact David W. Carter at 860-507-1909 or DWCarter@magellanhealth.com.

Magellan Health Services (Magellan), is a leading specialty health care management organization with expertise in managing behavioral health, radiology, specialty pharmaceuticals and pharmacy benefits programs. Magellan delivers innovative solutions to improve quality outcomes and optimize the cost of care for those we serve. In 2012, Magellan's customers included health plans, employers and government agencies, serving approximately 33.8 million members in behavioral health, 17.2 million members in radiology benefits, and 8 million members in medical pharmacy management. Magellan's specialty pharmaceutical segment served 41 health plans and employers, several pharmaceutical manufacturers and state Medicaid programs. The company's Medicaid Administration segment served 24 states and the District of Columbia.

Blue Cross and Blue Shield of Oklahoma Helps Tornado Victims

by Ashley Hudgeons, BCBSOK



Oklahomans continue the recent clean up and recovery efforts after May's violent weather. The storms claimed multiple lives and damaged thousands of homes and businesses. Blue Cross and Blue Shield of Oklahoma (BCBSOK) has reached out to members and residents in the storm's path with immediate assistance for health insurance-related information and support.

BCBSOK President Ted Haynes and several employees joined Oklahoma Insurance Commissioner John Doak and other insurance carriers at a command center located at the First Baptist Church of Moore the day after a massive tornado ripped through that town. "Our hearts and prayers go out to the communities and people affected by this tragedy," Haynes said. "We will do everything in our power to stand with our members and all Oklahomans during this time of immediate need, and beyond." Customer Advocates positioned at the command post answered health coverage-related questions and helped several members refill prescriptions that were lost in the destruction. BCBSOK was the only health insurer at the command post.

Commissioner Doak also asked insurance carriers for their assistance through an emergency bulletin designed to alleviate the additional burden on those who were affected in the tornado-damaged counties. BCBSOK, with the support of Health Care Service Corporation (HCSC), which operates Blue Cross and Blue Shield Plans in Oklahoma, New Mexico, Illinois and Texas, put appropriate measures in place to ensure compliance with that order, including a moratorium on policyholder cancellations, nonrenewals, premium increase, and flexibility with prescriptions refills among other requests.

Four Oklahoma Caring Vans administered over 700 tetanus shots to residents and volunteers by driving into the impacted neighborhoods. The vans are operated by the Oklahoma Caring Foundation, a 501(c)(3) organization that provides basic health care needs to Oklahoma children, with an emphasis on providing free childhood immunizations. The Oklahoma Caring Foundation is funded by community contributions and administered by BCBSOK as an in-kind donation.

BCBSOK employees located in Oklahoma City who are trained for the American Red Cross "Ready When the Time Comes" program, did damage assessment in Moore, Luther and Shawnee.

To assist relief efforts, BCBSOK donated \$25,000 to the local chapter of the American Red Cross and BCBSOK employees gave donations to The Salvation Army relief efforts. Items collected ranged from bottled water, wet wipes, diapers, baby formula, and hand towels, to individually wrapped snacks and work gloves. Additionally, HCSC employees contributed to a relief fund that will provide financial assistance to employees who have suffered their own damage and loss of property. ■



While the immediate response to the severe weather has ended, mid-range and long term support will be needed for months to come. BCBSOK remains committed to assisting its members with all health insurance related issues.

Members can contact BCBSOK through the following:

■ **BCBSOK Customer Service for Members: 800-942-5837**

Available Monday – Friday
8 a.m. – 6 p.m. CST



BlueCross BlueShield of Oklahoma

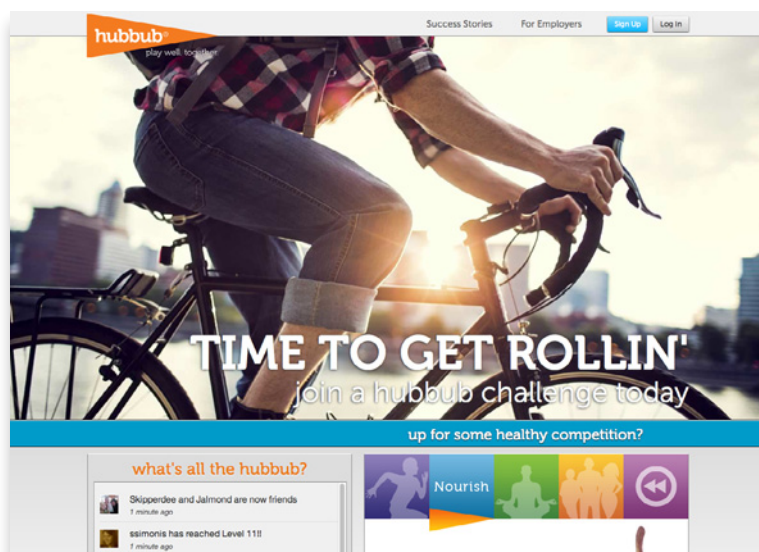
A division of Health Care Service Corporation, a Mutual Legal Reserve Company, an Independent Licensee of the Blue Cross and Blue Shield Association.



Live Well

“Live Well”, the Blue Cross Blue Shield Association’s Wellness Program, was launched in 2013 to encourage, support and promote healthy lifestyle choices for employees. This is accomplished through a number of initiatives, including Hubbub Health. Hubbub Health was deployed to help increase employee awareness and engagement in making healthy lifestyle choices. Hubbub Health is a Web and Mobile-based program designed to help people live healthier lives through: regular challenges related to nutrition, fitness and social engagement. BCBSA’s first fitness challenge using Hubbub, “Move More, Sit Less”, was a team-based walking challenge that encouraged staff to walk more over a three-week period. This challenge was successfully completed with 255 employees participating on 54 teams. Prizes were awarded for teams and individuals the with most steps.

**Move More
Sit Less!**



“Using Hubbub as an online community to track team progress and see how others are doing using the leaderboard, provided motivation and a competitive edge,” said Joseph Youssef, one of the team captains.

To date 332 employees have signed up to use Hubbub. Employees are getting involved in all aspects of the portal including joining Hubbub-sponsored challenges, tracking and encouraging friends and family to join Hubbub for free. People may also use the site to help organize other health-related interests beyond challenges, whether it’s a running club or a book club; people can really make the site their own. ■

hubbub®

play well. together.

WALK N’ ROLL: Empire Blue Cross Blue Shield

Walk NYC is a program that encourages New Yorkers of all ages to get fit while enjoying the outdoors. The program is free to participants with funding provided by Empire Blue Cross Blue Shield. New York City Parks will staff locations throughout the city with trained walking instructors to lead one-hour walks (unless otherwise noted).

Walk n’ Roll is an accessible extension of the Walk NYC fitness program, and is adapted to help participants of a variety of physical abilities get fit or stay in shape by walking, or rolling, through the city’s parks. Walk n’ Roll classes are available each week in Battery Park, and at the Thomas Jefferson, St. Mary’s and Von King Recreation Centers.

For more information about Walk NYC or Walk n’ Roll, please email rsvpwalknyc@parks.nyc.gov.



The NLO Welcomes Summer Intern



The National Labor Office (NLO) is a proud sponsor of the Blue Cross Blue Shield Association's 2013 summer internship program, in an effort to educate and empower the next generation of workers to advocate and stand up for "Better care for America's workers and their families." Please join us in welcoming Mullin Weerakoon to the NLO.

Mullin Weerakoon, from Potomac, Maryland, is a rising senior at Georgetown University, majoring in Marketing and International Business with a Psychology minor. He is the marketing director for Georgetown's newspaper, *The Hoya*, co-president of the Georgetown Advertising & Marketing Association, and a member of Georgetown's club tennis team. He also enjoys playing soccer, listening to music, singing, and watching movies. Mullin looks forward to learning more about the complex relationships between the NLO, Blue Plans and labor unions; and to applying his past experiences to his work at the Association.

The Blue Cross and Blue Shield Association offers an internship program every summer, and applicants may apply via an online application at www.bcbs.com. Several rounds of telephone and in-person interviews are conducted, and successful applicants are offered an internship position with the Association that last three to four months. ■

Thank You

Thank You!

The National Labor Office (NLO) would like to thank HMSA/Blue Cross and Blue Shield of Hawaii for hosting the NLO Exhibit Booth at the 2013 National Conference on Public Employee Retirement Systems (NCPERS) in Honolulu, Hawaii.

Thank you to Tony Saguibo, John Hamakawa, Christian Fern, Norm Nonaka, Ricky Kiehm and Teruo Nagasako. Your dedication of long hours and commitment to the NLO are greatly appreciated.

Mahalo!

Have you missed an edition of Labor Matters?

Access past issues of Labor Matters with just a few clicks of the mouse! Go to www.bcbs.com/employers/nlo/newsletters-2.html for more on "The Blue Commitment to Labor."

Has your contact information changed?

Please send updates to nlo@bcbsa.com.



Illinois Labor History Quiz

1. The Packinghouse Workers Organizing Committee used the slogan:

- a. "Down the killing floor!"
- b. "Meat matters!"
- c. "Negro and white, unite and fight!"

2. Albert Parsons, one of the Haymarket martyrs, worked as a:

- a. Typesetter
- b. Boomer
- c. Tanner

3. The female leader of the Pullman Strike was:

- a. Elizabeth Rogers
- b. Agnes Nestor
- c. Jennie Curtis

4. The 1909 Cherry Mine Disaster precipitated the establishment of the:

- a. Workers Compensation Act
- b. Mines Safety Act
- c. Fair Labor Standards Act

5. Milton Webster played a key role in organizing:

- a. Steel workers
- b. Mail carriers
- c. Pullman porters

6. Who said in the 1860s, "Thank God we have a system of labor where there can be a strike."

- a. Albert Parsons
- b. Abraham Lincoln
- c. Samuel Gompers

7. Herrin, Illinois miners are known for:

- a. Striking for 450 days
- b. A mine disaster that took the lives of 111 miners
- c. A violent strike in which 22 people died

8. Which labor leader survived the Great Chicago Fire?

- a. Mother Jones
- b. Lucy Parsons
- c. Joe Hill

9. The glass-making industry in Alton was known for its:

- a. Widespread use of child labor
- b. Worker-owned, cooperative businesses
- c. Integrated workforce

10. One of the longest strikes in Chicago history was:

- a. The ironworkers at the Sears Tower
- b. The workers of the Congress Hotel
- c. The clothing workers at Hart, Schaffner, and Marx

Answers on page 8.



2013 NLO CALENDAR OF EVENTS		
July	29 – 31	AFL-CIO Executive Council (Washington, DC)
Aug.	1 – 2	AFL-CIO COPE (Saratoga Springs, NY)
Sept.	8 – 12	AFL-CIO Convention (Los Angeles, CA)
	28 – 30	NCCMP Annual Conference (Hollywood, FL)
Oct.	1–2	NCCMP Annual Conference (Hollywood, FL)
	18–24	IFEBP Annual Conference (Las Vegas, NV)
	19–23	IUPA Convention (TBD)
Nov.	12–13	NLO Fall Board of Directors Meeting (Chicago, IL)

2014 NLO CALENDAR OF EVENTS		
Jan.	3 – 5	National LERA Meeting ASSA/AEA (Philadelphia, PA)
	26 – 28	NCPERS Annual Legislative Conference (Washington, DC)
	28 – 30	Consortium Health Plans Conference (Palm Springs, CA)
Feb.	10 – 11	Made in America (Lake Buena Vista, FL)
	13 – 18	National Labor Management Conference (Hollywood, FL)
	18 – 19	AFL-CIO Executive Council Meeting (Houston, TX)
Mar.	3 – 5	Consortium Health Plans Conference (Los Angeles, CA)
	7 – 9	IBEW Construction & Maintenance Conference (Washington, D.C.)
	9 – 12	AFL-CIO Building Construction Trades Department (Washington, DC)
	12 – 13	NLO Spring Board Meeting (Washington, DC)

Illinois Labor Quiz Answers:
1. c, 2. a, 3. c, 4. b, 5. c, 6. a, 7. a, 8. a, 9. a, 10. b

Blue Cross Blue Shield Association, an Association of Independent Blue Cross and Blue Shield companies

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