



SUMMER 2010

2ND QUARTER

ATLANTIS HEALTH PLAN

# BROKER

## NEWSLETTER

By Doctors. For New Yorkers.



### NEW PHARMACY BENEFITS FOR GENERICS

Atlantis Health Plan and CatalystRx are excited to announce we've partnered with **HealthWarehouse.com, Inc.** as our exclusive generic mail order pharmacy. Through HealthWarehouse, our members can now order generic prescriptions and certain diabetic supplies, mailed directly to their home free of charge. CatalystRx will continue to manage their pharmacy benefits and services for retail and brand name drug needs.

The new Pharmacy Rider includes this added benefit, featuring a new \$0 Co-pay tier for mail order generics and diabetic supplies when filled by HealthWarehouse.com. We are excited to offer such a great value to our members.

Atlantis Health Plan chose HealthWarehouse.com because of the company's outstanding record of reliability and customer service. HealthWarehouse.com is a fully-licensed pharmacy headquartered in Cincinnati, Ohio. The company specializes in mail-order delivery and is known for its high level of customer satisfaction.

The HealthWarehouse Generic Mail Order Form can be downloaded or printed from: [http://www.atlantishp.com/pdf/English/RXRidersWeb\\_eng/HealthwarehouseIntro\\_Web.pdf](http://www.atlantishp.com/pdf/English/RXRidersWeb_eng/HealthwarehouseIntro_Web.pdf). Be sure to call Atlantis' dedicated HealthWarehouse.com customer service at 866-885-0508 if you have any questions regarding this new program. We're confident you and your clients will be satisfied with HealthWarehouse.com and the services they provide.

### ATTENTION VALUED BROKERS AND GENERAL AGENTS!

Please note that the broker forms on the Atlantis website have been revised. These documents have been updated to reflect the most up-to-date information in an effort to help you better sell Atlantis products, generate more business and simplify your process. Some of the former documents have been combined to create a new Broker Enrollment Contract. For your convenience, we've also added valuable resources and notices to help you stay informed and equipped, such as:

- COBRA updates and forms
- Important Age 29 benefits information
- Quarterly HMO Plan Comparison rate sheets
- Up-to-date provider listings, Rx Rider and Benefit Summary documents

Please go to <http://www.atlantishp.com/brokers/forms.asp> to take immediate advantage of these updated forms. We encourage you to visit <http://www.atlantishp.com/brokers/index.asp> as well to stay abreast of important regulatory and procedural announcements.

**Opportunity for General Agents:** if you are interested in promoting your business by listing your website on the Atlantis website, please submit a request to [marketing@atlantishp.com](mailto:marketing@atlantishp.com)

### ASH WELLNESS PROGRAMS UPDATE

It's official! Atlantis is proud to announce that we've partnered with American Specialty Health (ASH) to offer **Healthyroads®** and **ChooseHealthy®**, two great web-based health and wellness portals. These programs will go into effect on May 17th, 2010.

**Healthyroads** provides an innovative online suite of programs to help your members improve their health. By creating a personal login name and profile, clients can customize a variety of Healthyroads.com online tools to fit their specific health needs. This easy to use website provides an array of self-help and fitness/wellness management tools to educate and motivate your clients in reaching their wellness goals.

Key features include:

- A Personal Health Assessment (PHA) and Personalized Health Plan
- Customized exercise and meal planners
- Health trackers
- Personal Health Calendar
- Articles on fitness and other health improvement topics
- No-cost access for employees and their eligible dependents

To get started, encourage your clients to register at [www.Healthyroads.com](http://www.Healthyroads.com) by entering their first name, last name and date of birth. Once registered, they'll complete the Personal Health Assessment, receive a personalized plan recommendation and gain access to Healthyroads online tools and resources. With ASH, your clients will be well on their way to more knowledge, personal empowerment and better health.

**ChooseHealthy** provides an online portal that offers discounts off usual and customary fees from a national network of more than 6,000 credentialed complementary care providers, including acupuncturists and massage therapists. ChooseHealthy participants also receive up to 40 percent off Manufacturer's Suggested Retail Price (MSRP) on a wide variety of health products such as vitamins, home fitness and skin care products – with free shipping on most items. Your clients can also access ChooseHealthy's online health library for information and resources on complementary healthcare, common health conditions, drug interactions and more.

Best of all, Atlantis is offering these new ASH health and wellness benefits to eligible clients at no additional cost.

For more information, please contact Atlantis Sales and Support at [salesupport@atlantishp.com](mailto:salesupport@atlantishp.com).

### IN THIS ISSUE:

**PAGE ONE:** NEW PHARMACY BENEFITS | ASH WELLNESS  
ATTENTION VALUED BROKERS

**PAGE TWO:** HITTING THE MARK | PARTICIPATE IN BUSINESS GUIDE



## HITTING THE MARK IN BROKER SATISFACTION

"We've had our group with Atlantis since July 2001 and have been impressed with their steady growth and commitment to providing comprehensive benefits with the lowest rates in the marketplace.

Working with a dedicated service representative has become our lifeline as we manage our groups. This relationship makes all the difference in enabling BEIA to deliver top quality service to our clients. While Atlantis continues to make their mark and establish themselves as top players in the NYC health insurance industry – especially within the constraints of our economic times – they have not lost sight of the importance of providing quality sales support and service on a professional, and most importantly, personal level to the broker community.

BEIA has remained committed to Atlantis because Atlantis has remained committed to us."

Nancy Barrett  
BEIA  
47-39 40th Street  
Sunnyside, NY 11104  
Phone 718-729-7655  
Fax 718-729-0068  
Cell 917-991-5461



### 24-7 MEDICAL HOTLINE

Save your clients sick time for  
when they really need it!

**Physicians at  
your fingertips:  
347.537.8789**

### Atlantis Health Plan

*By Doctors. For New Yorkers.*

45 BROADWAY, SUITE 300 | NEW YORK, NY 10006  
www.atlantishp.com  
1-866-747-8422 OPTION 3

## PARTICIPATE IN BUILDING OUR NEW MULTI-CARRIER/SLICE BUSINESS GUIDE

The first draft of the Multicarrier Business Guide is ready and available for your review online! To make this Guide the most useful and comprehensive business tool possible, we're asking for your help and feedback. Please download and read through our Guide draft, then email or call us with your comments, reviews or critiques. Some ideas for evaluating content include:

- Is the Guide missing something important (for example, a selling best practice)?
- Does it contain information you believe is unnecessary?
- What other essential knowledge, experience or instruction would you like to see included to help you with your business?
- How would you use this Guide in your business?
- Should we distribute a hard copy of the Guide, or would an electronic-only version work best for you?

If you send us a novel selling tip or anecdote for how you've successfully placed multicarrier business, we'll be happy to include it in the Guide, along with a credit for your innovation.

To download the Multicarrier/Slice Business Guide draft, please log in at the following web address:

<http://www.atlantishp.com/sharedfiles/broker>

Username: broker

Password: sl!ceguide1

Please email your feedback to [marketing@atlantishp.com](mailto:marketing@atlantishp.com), or call Vanessa Torres at 212-747-8276. We look forward to receiving your valuable input!

