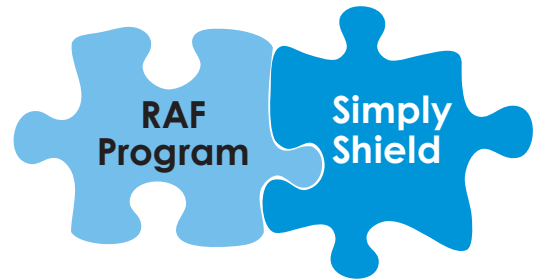


RAF program + NEW Simply Shield plans = More sales for you!

Selling Blue Shield just got **simpler** with our NEW Simply Shield plans! Your clients can save **and** pick from a variety of clear and simple healthcare coverage options.



It's simple to see if your clients qualify:

- Groups with as few as six enrolling employees and a renewal RAF of 1.05 are eligible. No health statements or employer questionnaires are required.
- No prior coverage? No problem. Qualifying groups with 10+ enrolling employees are guaranteed a .90 RAF without medical underwriting, and health statements and employer questionnaires are not required.
- Want a better RAF for your groups with fewer than six enrolling employees? Look no further: They can get an RAF as low as 1.0 by submitting health statements. Without health statements, these groups will automatically receive a 1.1 RAF.

RAF program highlights

Prior carrier renewal RAF \leq 1.05

- Guaranteed .90 RAF for groups of six or more
- No health statements
- No employer questionnaire

No prior coverage

- Guaranteed .90 RAF for groups of 10 or more
- No health statements
- No employer questionnaire

Groups with fewer than six enrolling employees

- Automatic 1.1 RAF
- No health statements

"No prior coverage" means the group:

- Has been in business for one year or more with no prior group coverage for at least 12 months; or
- Has been in business for less than a year, meets the Blue Shield interpretation of AB1672, and has no prior group coverage.

Want to learn more?

Please call your small group sales representative or Producer Services at **(800) 559-5905**.

RAF program details

- This program is available for qualifying small groups with Blue Shield effective dates between January 1, 2012 and March 15, 2012.
- The RAF program is available for new business only, and is subject to termination at any time.
- Program applies to Single Medical Plan options, SimpleSelect and SimpleSync options.
- Must provide original copy of current health carrier renewal letter with the initial group enrollment. Groups previously submitted and approved under standard underwriting guidelines will not be reconsidered or rerated under any RAF programs.
- If Blue Shield cannot validate employee eligibility based on documents provided, then standard underwriting guidelines apply.
- Program applies to guaranteed-issue small groups only. Groups must meet standard underwriting guidelines (i.e., contribution and participation), and submit the most recent quarter DE-6 and/or other required documentation to verify owner/employee eligibility.
- Sole proprietor, partner, or corporate officer statement (C15293) is required on officers/owners who are not listed on the DE-6.
- This program does not apply to groups that are not eligible for guaranteed acceptance or groups coming off of a "special deal" or association plan, spin-offs, or group splits.
- Groups using any employer-sponsored wrap plan or product, other than an HSA or employee-funded general purpose FSA, are not eligible for the RAF program.
- Groups with employees enrolling in the Simple Savings 3400/6800*† plan, which is the ONLY plan permissible to pair with a wrap product, are not eligible for the RAF program. This exclusion applies whether the Simple Savings 3400/6800*† plan is offered as a Single Medical Plan option or as part of the SimpleSync package.
- Groups are eligible for the RAF reduction two months (60 days) before to two months (60 days) after their renewal date.
- Groups must have a current renewal RAF of 1.05 or lower from their current carrier; and 6 to 50 enrolling employees to qualify.
- Groups with fewer than six enrolling employees can apply for a lower RAF with the submission of health statements. The best available RAF for groups with 2 to 5 enrolling employees is 1.0.
- The RAF reduction is a first-year reduction to the RAF for new small group medical plans only.
- COBRA/Cal-COBRA enrollment cannot exceed 30% of total group enrollment. COBRA/Cal-COBRA enrollees do not count toward enrolled employee counts.

* Underwritten by Blue Shield of California Life & Health Insurance Company. Pending regulatory approval.

† The Simple Savings 3400/6800 (HSA compatible) is the only plan offered by Blue Shield of California Life & Health Insurance Company that may be used with any form of an employer-sponsored "wrap plan." Underwriting criteria prohibit pairing its other health plans with a "wrap plan" at any time, with the exception of a Health Savings Account (HSA) or employee-funded general purpose Flexible Spending Account (FSA).