



# Broker Briefing

Small Group Business (2 – 50 Lives)\*

Aetna Small Group, Florida - January 17, 2003

\*1-50 where required by state law

## Aetna is First Health Plan to Highlight “Recognized” Physicians in 2003 Online Provider Directories

Aetna is the first health plan in the nation to identify in our online provider directory (DocFind<sup>®</sup>) the physicians who have received recognition under the National Committee for Quality Assurance (NCQA)/American Diabetes Association Diabetes Physician Recognition Program (DPRP). The NCQA, a private, non-profit organization dedicated to improving health care quality, initiated this new program to recognize physicians who meet specific quality standards in caring for patients with diabetes. By highlighting these physicians in our directories, we will help members with diabetes locate physicians who have the experience to assist them with their medical needs.

More than 1,800 physicians have been recognized under this voluntary program, through which individual physicians or physician groups submit performance data related to their treatment of people with diabetes. Starting with our 2003 directories, a small icon will be placed next to the entries for the DPRP-recognized physicians who participate in Aetna's network.

## 2003 *Healthy Insights*<sup>™</sup> Member Newsletter To Be Released

Last summer, Aetna debuted a new member newsletter *Healthy Insights*. The feedback we've received about the first edition has been highly positive. We've found that our members enjoy reading *Healthy Insights* to learn how to take full advantage of the services, tools and savings their Aetna benefits plans offer, while staying informed about important health care matters. The 2003 edition of our member newsletter will continue the momentum of the first issue by providing pertinent information in a format that's easy to read and visually appealing.

*Healthy Insights* will be mailed to all Aetna medical member households in our full-risk Small Group plans as well as to primary care physicians in our HMO networks. The mailing of this newsletter is being done earlier this year in order to fulfill our HIPAA Privacy obligation to our members in full-risk plans of providing them with Aetna's Privacy Notice. Members should receive the mailing by mid-April.

## Important Reminder:

### New Employer and Employee Applications Should Be Used For New Business

Please remember to use our new Florida employer and employee applications when submitting new business. Aetna Small Group introduced these last year to simplify the installation of your sold cases by reducing the number of required forms. Each application is for all of our Small Group products, including medical (HMO, POS and PPO), dental, life and short-term disability. Please submit the forms and all sold case materials to:

**Aetna - Small Group Underwriting, F602**  
P.O. Box 2510  
Jacksonville, FL 32231

OR

**Aetna - Small Group Underwriting**  
841 Prudential Drive / Third Floor  
Jacksonville, FL 32207

**Important note:** To respect the privacy of our members, Aetna's printed employee applications are self-sealing. If an employee completes an application that was printed from an electronic file, he/she will need to seal it with tape, staples, etc. Please remind your customers about this critical step.

If you have any questions about the submission/installation of new business, please contact our new, dedicated Small Group Sales Support Center in Jacksonville at **1-888-422-2128**. Thank you for your cooperation.

For additional information about selling our Small Group products and services, please contact your Aetna Sales Manager (ASM). You can find your local sales office/ASM by clicking on the following link:  
[www.aetna.com/producer/contactsmall.html](http://www.aetna.com/producer/contactsmall.html).