



April 2010

In this issue:

- From the VP's Desk
- Individual and Medicare Supplement Plans
- Health Care Reform 4-1-1
- Meriter News
- Physicians Plus Aspirin-Use Initiative
- P+ Sales Team Realignment
- Save the Dates

From the VP's Desk ...



It's been a whirlwind six months since I started at Physicians Plus. And as much as it seems like the time has flown by, I am very excited about the work we've done to help lead Physicians Plus into the future. And with that in mind, I'd like to welcome you to the inaugural issue of *PlusNotes for Agents*, a quarterly news brief designed to keep you informed about what we're up to at Physicians Plus and about other issues affecting our industry.

I already know many of you and look forward to meeting many others. For those who don't know me, you will quickly learn that I believe that maintaining great relationships and open communication with you, our agent partners, is vital to our success. All of us at Physicians Plus are intent on providing the innovative health insurance products, competitive pricing and top-level customer service you and your clients expect and demand.

With this four-times-a-year newsletter, we will provide interesting, informative and helpful announcements, plan and process updates, regulatory info and more to assist you, your clients and prospects. In this edition, we address health care reform, a renewed effort to provide you with affordable individual and Medicare supplement plans, details on some internal initiatives, news from our parent company, Meriter Health Services, and more.

It's been an invigorating six months! The discussions that my team and I have had with many of you were invaluable; discussions that I'm confident will lead to great opportunities in the near future. As I tell my staff, my door is always open, and I welcome your ideas and feedback on how we can serve you better.

Once again, thank you for your partnership with Physicians Plus.

Scott T. Kowalski, J.D., RHU
VP & Chief Sales and Marketing Officer
(608) 260-7042
scott.kowalski@pplusic.com

Individual and Medicare Supplement Plans

With the onset of health care reform, market changes caused by the economic downturn and other changes to our industry, we know that the demand for individual and Medicare supplement policies will be ever-growing. And Physicians Plus has a variety of redesigned, competitively priced plans to meet the diverse needs of your clients.

With a wide variety of [individual and family health plan](#) designs available to fit anyone's life situation, and [Medicare Select plans](#) to fill Medicare's gaps, your customers will have access to the unique features of Physicians Plus.

- An unmatched panel of over 3,000 providers, including more than 24 hospitals and 500 primary care physicians with 73% accepting new patients.
- No referrals required to visit most network specialists.
- Maternity, prescription drug and mental health add-on's for individual plans.
- Wellness programs that reward members for making healthy lifestyle choices.
- 24/7 online access to health plan information.

Please don't hesitate to contact our individual and Medicare supplement sales reps, [Vicki Faust](#) or [Virginia Zezulka](#) for more information.

Health Care Reform 4-1-1

After many, many months of debate and discussion, a health care reform bill was recently approved by the U.S. government. The bill is a massive piece of legislation that will affect all of us and will be implemented incrementally over the next several years. Some of the changes are extremely complex and will no doubt be challenged by entities with differing interpretations.

We aren't experts yet, but we're learning details of the reform bill as quickly as possible, and we want to help our business partners, customers and members do the same. We created a [dedicated section](#) of pplusic.com to act as an information clearinghouse of sorts for what we know about the reform bill. You'll find summary information that applies to you and your customers along with many helpful links to external agencies with more detailed supporting information. We'll update as we find out more, so check back often!

Meriter News

As a fully-integrated health system, Meriter is committed to patient access, patient-centered care and continual improvement for our members. As such, we would like to provide you with updates on Meriter's services that may be of interest to you and your customers:

- [Meriter.com](#) has a new look and feel, including an enhanced [provider directory](#) that includes Meriter Medical Group physician biographies and videos.
- Meriter's five board-certified pediatricians practicing from [Meriter Pediatrics](#) in Middleton are pleased to provide same-day appointments (including sports physicals), along with extended clinic hours on Monday, Thursday and Saturday.
- [Meriter Hospital](#) was recently named one of the nation's [Top 100 Hospitals](#) by Thomson Reuters, a leading provider of information and solutions to improve the cost and quality of healthcare. The award recognizes hospitals that have achieved excellence in clinical outcomes, patient safety, patient satisfaction, financial performance and operational efficiency.
- Orthopedic Surgeon [James R. Bowers, M.D.](#) recently joined [Meriter Orthopedics](#), and Meriter's new [Orthopedics Clinic](#) in Middleton will hold an open house celebration on Thursday, April 29 at 5:30 p.m., at their new location at 2275 Deming Way, Suite 180. During the open house you can: meet the clinic's physicians; take a tour of the clinic; and learn more about the leading-edge procedures that Meriter surgeons provide for knees, hips, shoulders and elbows.
- Meriter's Diabetes Care Team offers an interdisciplinary program designed to help patients understand how diabetes affects their health and how to best manage their diabetes on a daily basis. Our interdisciplinary team practices out of our Meriter clinics and is made up of specialists within [endocrinology](#), [health psychology](#), [diabetes education](#) and [nutrition services](#).
- Beginning May 1, all [Meriter Clinic](#) locations have new lab hours, opening Monday through Friday at 7:30 a.m.

Physicians Plus Aspirin-Use Initiative

Did you know that taking an aspirin regularly can help reduce the risk of heart attacks and stroke? The U.S.

Preventive Services Task Force (USPSTF) advises taking aspirin can be an easy and inexpensive way for men to prevent heart attacks and for women to prevent strokes. It recommends men 45–79 and women 55–79 talk to their primary care physician about risk factors for heart attacks and strokes and the benefits of taking aspirin.

This spring, Physicians Plus is conducting an Aspirin-Use Initiative to educate our members at-risk for various cardiovascular diseases. The campaign will include communications to employer groups, providers and members — featuring fact sheets for [men](#), [women](#) and [providers](#) — with goals of increasing the number of at-risk members taking aspirin if recommended by their provider and increasing the number of members who discuss aspirin use with their doctors.

If you have questions about our Aspirin-Use Initiative or how you can leverage it as a benefit for clients or potential clients, please contact your account executive.

P+ Sales Team Realignment

The Physicians Plus Sales Department was recently restructured to better meet your needs. Our group is broken into two teams: Sales and Service & Retention, with both units working together to provide the highest quality service and support to current and future clients. Here's the department breakdown:

[Scott Kowalski](#), VP & Chief Sales & Marketing Officer

Office: 260-7042, Cell: 516-3746

[Wanda Gilles](#), Executive Assistant, Sales & Marketing

Office: 260-7072, Cell: 576-8266

Sales

Large Group

[Calvin Rigsby](#), Office: 260-7147, Cell: 576-0501

Small Group, Individual & Medicare Supplement

[Vicki Faust](#), Office: 260-7016, Cell: 692-9047

[Lisa Maslowski](#), Office: 260-7063

[Virginia Zezulka](#), Office: 260-7086, Cell: 770-6562

Service & Retention

[Mike Kremer](#), Director, Service & Retention

Office: 260-7175, Cell: 287-8836

[Mary Raether](#), Office: 260-7010, Cell: 695-1724

[Ron Sebranek](#), Office: 260-7051, Cell: 770-3204

[Jamie Treutel](#), Office: 260-7075, Cell: 338-8484

[Denise Hanson](#), Office: 260-7180, Cell: 609-0703

[Paul Stencil](#), Office: 260-7113

Save the Dates

- Come visit us at the 2010 GMCC Annual Business Expo on April 27 at the Alliant Energy Center in Madison. The Expo runs from 10–11:30 a.m. and 1–6 p.m., and there will be over 100 exhibitors and plenty of networking opportunities. A ticket is required for entry, but you can [print](#) your own complimentary ticket. Free parking is available.
- Mark your calendars for our first agent breakfast of 2010 on May 6 at Nakoma Golf Club in Madison. We'll begin with breakfast at 7:30 a.m. and kick off the program at 8:00 a.m. Stay tuned for more details to come!