

August 16, 2023

# Broker Bulletin

GHP Commercial Group and Individual

## Broker selling tips: Fall 2023

Looking for a little help selling to clients? Try these tips for a boost.

- **Expedite the quoting process.** Include all information listed on the new business checklist with your original quote.
- **Make sure new ID cards are received in time.** Return signed CSA or proposal 30 days before the group's renewal date.
- **Use the broker portal.** Log into the broker portal now to access the new employer portal to service your accounts. Check your inbox for information on logging in or registering. Need help? Call 866-488-6653 on weekdays between 8 a.m. and 5 p.m. Another great reason to log in: Email distribution of ACA/KYP/GFA renewal letters to brokers will be discontinued in August 2023 and letters will only be accessible on the broker portal.
- **Be a source of information** – Employee benefits can be confusing. Employers are constantly looking for information they understand and can pass along to their employees. Don't just sell benefits — be the broker who explains in terms real people understand and works to build the relationship. And let your account executive know if you need support. We're invested in your success.
- **Ask for referrals** – Referrals remain the No. 1 method of generating quality leads that turn into sales. So **always** ask your clients for the names of other companies that might need your services. Don't forget to follow up on past referrals, too. Keep contact through a casual call or email message every few months.

## New pharmacy claims processor (and new ID cards)

Geisinger Health Plan (GHP) is changing its pharmacy claims processor and network to Navitus Health Solutions starting Jan. 1, 2024. The new network is being finalized and we anticipate nearly all our current pharmacies to be in network. Employer groups will be notified along with any members whose current pharmacy is not in the new network. All members will receive new member ID cards for use beginning Jan. 1, 2024. Check out our FAQs for more details.

### Will there be any disruption to the network?

Participating chain pharmacies aren't expected to change. Overall, we expect minimal disruption, but we'll do our best to notify members if they are using a pharmacy that isn't in the new network.

### How will prior authorizations that are already in place be transitioned?

Open authorizations will be transferred to the new pharmacy benefit manager before the transition.

### Will members be notified of the change?

Yes, we'll notify members via member newsletters and a letter included with their new ID cards. Those who will need to change their pharmacies will receive their communications around the end of October.

### Will there be any change to the formulary?

Geisinger will continue to manage our formularies. No changes are expected outside the normal formulary maintenance and quarterly changes.

### Will the switch to Navitus have any impact on the Geisinger Mail-Order Pharmacy program?

No, the mail-order pharmacy will be unaffected.

## Members terminating coverage: Now what?

Members are terminated according to the date the group or broker has submitted their termination request paperwork. End-of-month terminations require the group or broker to submit according to the end-of-month date.

For manually processed requests, the official termination date will be the date that the group or broker provides in their members' termination request.\* The exception is when terminating on the first of the month, in which case the last day of the prior month will be the member's eligibility end date that they note on their termination request. This will be consistent with the dates already applied when termination transactions are processed through an electronic eligibility transaction (ESC portal, 834 or proprietary file).

\*Provided it is allowable per the 90-day retroactivity rule and there's no regulatory exception that requires a different date.

## Did you know? ASO

You can help your employer groups save 15–35% on claims costs when they use Geisinger doctors and facilities. Check out Geisinger's Administrative Services Only (ASO) Self-funded product backed by our new claims repricing tool that validates savings. Reach out to your broker manager or account executive for more information.

## Seven great reasons to choose Geisinger Health plan

Geisinger continues to be recognized nationally. This time, seven Geisinger hospitals have been recognized for clinical excellence by U.S. News and World Report.

Geisinger is more than a health plan. We provide top-notch integrated care — meaning patients get the best care available and organizations save on their claims.

Check out the details [here](#).

## Check out what's new on the broker portal

We're always adding and updating resources to help you better serve your clients. Each month, we'll let you know what's new.

### Updated:

- Employer group wellness brochure
- Q4 Broker Handbook
- GFA checklist

[Broker portal repository](#)

## Just for you:

### brokerHUBs:

- [Commercial brokerHUB](#)
- [Individual brokerHUB](#)
- [Geisinger Gold brokerHUB](#)
- [EmployerHUB](#)
- [2023 GHP ACA small group benefits documents](#)
- [2023 GHP GFA small group benefits documents](#)



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