



Monthly BROKER NEWS

FEBRUARY 2010

Products and Services

Key Hospitals and Providers Sign Multi-Year Agreements

Health Net shows a strong commitment to the Arizona market place.

[Read the full article here > >](#)

Healthnet.com Highlights

New Log In and Registration Process for Healthnet.com

Health Net is committed to proactively securing members' protected health information (PHI) against fraudulent online activities and addressing critical security concerns.

[Read the full article here > >](#)

Industry News and Trends

Provider Network Change in the Metro Phoenix Area

Effective February 22, 2010 Barrow Neurosurgical Institute will no longer be a contracted facility within the Health Net HMO or PPO networks.

[Read the full article here > >](#)

Jet Set to a Successful 2010

Join us in taking off to a new era! The top producers in each of our three segments will earn two tickets to the Health Net in conjunction with Active 20 30 Club of Phoenix, ***Suitcase Party with a grand prize raffle of a trip to Sonoma featuring arriving in style on a private jet!***

[Read the full article here > >](#)

Health Net, Inc. Health Plans Earn National and Regional Quality Distinctions

Health Net of Arizona's commercial plan is the ***highest-ranked*** plan in the state for the third straight year.

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Health Net, Inc.'s HMO, POS, insured PPO, government contracts subsidiaries and behavioral health subsidiary provide health benefits to approximately 11 million individuals through group, individual, Medicare, Medicaid and TRICARE programs. Health Net, Inc. has \$12 Billion in annual revenue.

In Arizona, benefits are insured and/or administered by Health Net of Arizona, Inc. for HMO plans and Health Net Life Insurance Company for Indemnity plans and life insurance coverage. The Health Net of Arizona, Inc. service area includes all Arizona counties. Health Net, Inc. is the parent company of both Health Net of Arizona, Inc. and Health Net Life Insurance Company. Health Net of Arizona, Inc., is a subsidiary of Health Net, Inc. Health Net® is a registered trademark of Health Net, Inc. All rights reserved.

For Brokers and Consultants only: The purpose of this newsletter is to provide information about industry trends and Health Net news of general interest. Information about products, offerings, service, or benefits is illustrative and general in description, and is not intended to be relied on as complete information. Please contact your Health Net sales representative for more detail about specific products or services. While every attempt is made to ensure the accuracy of the information provided, Health Net does not warranty the accuracy



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Key Hospitals and Providers Sign Multi-Year Agreements



A sign of Health Net's commitment to the Arizona market and our stability in this market place is the multi-year contracts we've recently signed with key hospitals and providers throughout the state.

Key Contracts include:

- University Medical Center
- Phoenix Children's Hospital
- Western Arizona Regional Medical Center
- Payson Regional Medical Center
- John C. Lincoln Network Physicians
- Critical Care Systems
- Bullhead City Clinic Corp.

In addition to these contracts, Health Net has embarked on a strategy targeting Emergency Room providers in an effort to stabilize ER costs. To date, we've contracted with five ER physician groups around the state.

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Health Net is committed to proactively securing members' protected health information (PHI) against fraudulent online activities and addressing critical security concerns. As part of this commitment, Health Net is adding a Sign-In Seal as an extra layer of protection to prevent unauthorized access and protect against fraud. The Sign-In Seal provides security at log in, regardless of which computer is used to log in from.

New Log in Process for registered Healthnet.com Users

Beginning January 28, 2010, current registered users who do not have a personalized Sign-In Seal will be prompted to select one when they log in to the Health Net Web site. Previously, users logged in by entering their user name and password. Going forward, additional user authentication of the Sign-In Seal is required.

The new log in process is as follows:

1. Enter the user name and select Log In.
2. On the next page, the personalized Sign-In Seal is displayed. If the Sign-In Seal is correct, enter the password. Do not enter the password if the Sign-In Seal is not correct.

The personalized Sign-In Seal verifies that it is a valid Health Net Web site.

Additional Information

For additional information, please contact your dedicated Health Net Account Executive.

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Effective February 22, 2010 Barrow Neurosurgical Institute will no longer be a contracted facility within the Health Net HMO or PPO networks. We have conducted a thorough review evaluating network adequacy for the services offered at Barrows and have determined that Health Net provider networks offer appropriate coverage without the inclusion of Barrows Neurosurgical Institute.

Ensuring our members experience a smooth transition is a priority for Health net. Members who are receiving care at Barrows will be transitioned to contracted providers. Also, members who have seen a Barrows affiliated provider twice within the

past year will be sent a letter explaining that their provider will no longer be participating in the Health Net network and what the process for transitioning care is.

If you have questions, contact your account executive or account manager.

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Join us in taking off to a new era! The top producers in each of our three segments – Individual & Family Plans, Small Group and Large Group – will earn two tickets to ***the 2010 Suitcase Party on May 7th, held in the Atlantic Aviation hangar at Deer Valley Airport.***

Health Net is the proud sponsor of the 2010 Suitcase Party in conjunction with the Active 20 30 Club of Phoenix. The event benefits the Children In Need Foundation and the Make a Wish Foundation. By showing us the Jet Setters you know you already are, you'll be helping Arizona's children.

As a Health Net Jet Setter, you'll enjoy VIP treatment in Health Net's exclusive Jet Setter lounge. You'll also be entered in a raffle to win the Grand Prize of a weekend in Sonoma, leaving right after the party from a private jet. ***So, pack your suitcase and join us for a great event!***

Your account executives will have more details about how to earn your Jet Setter ticket! The contest includes business from January 1, 2010 through business issued by April 15th including 5/1 effectives.

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Health Net of Arizona's commercial plan is the highest-ranked plan in the state for the third straight year.

Other Health Net commercial plans, plus Medicare plans demonstrated their regional strengths in the magazine's annual rankings:

- Health Net of California's commercial plan is the highest-ranked major network-model plan in the state for two years' running.
- Health Net of California's Medicare Advantage plan is the highest-ranked network-model Medicare plan in the state, a repeat performance from last year.

“Quality care and service is a central focus for Health Net, and our continued strong showing in the U.S. News survey is positive proof of the value we work so hard to provide to our customers,” said Jonathan Scheff, M.D., Health Net's chief medical officer.

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