

Oct. 25, 2023

Broker Bulletin

GHP Commercial Group and Individual

Large group new sales team transitions to a regional approach

Effective immediately, the GHP large group new sales team will begin operating on a regional model by county. The current approach is based on broker assignments for respective account executives (AEs).

This territory-driven change is designed to promote more new sales and increase awareness of Geisinger Health Plan and its products to employer groups and brokers unfamiliar with GHP, our products and capabilities, and how well we perform. This change will also allow us to build broker, consultant and employer group relationships while leading the market toward better, more affordable quality healthcare delivery and insurance coverage now and in the future.

What you need to know:

- GHP defines large group as 51+ total full-time employees.
- This change impacts new sales only and will have no impact on the assignment of AEs for existing clients.
- Brokers and internal staff should continue working with their dedicated renewal representatives, just as they do today.
- Small group new sales will continue to operate using the current broker assignment model.

Here are the account assignments and new territories for large group AEs:

Cindy Lamey-Kocher, cdlameykocher@thehealthplan.com

Jefferson, Clearfield, Centre, Cambria, Somerset, Blair, Huntingdon, Mifflin, Fulton, Elk, Juniata (and Bedford, starting Jan. 1, 2024)

Julie Sorber, jpsorber2@thehealthplan.com

Cameron, Potter, Clinton, Tioga, Lycoming, Union, Montour, Northumberland, Bradford, Sullivan

Jessica Runkle, jarunkle@thehealthplan.com

Snyder, Schuylkill, Lehigh, Perry, Dauphin, Cumberland, Adams, York, Lancaster, Lebanon, Berks

Patty Gruber, pgruber@thehealthplan.com

Columbia, Northampton, Luzerne, Carbon, Monroe, Pike, Lackawanna, Wayne, Wyoming, Susquehanna

You, our valued broker partners, can expect the same level of quality service you've always gotten. There will be growing pains, but rest assured we'll keep the lines of communication open. Reach out to Tom Chuba, senior director of new business sales (tchuba1@thehealthplan.com), or Matt Dennis, broker manager (mdennis3@thehealthplan.com) with any concerns or questions.

Broker Handbooks going digital

Going digital means immediate access to the most updated sales and marketing tools including provider network resources. This real-time access will allow you to have the information needed to better service your clients. Each quarter, we'll publish the following:

- [Small group sales and marketing resource flyer](#)
- ACA Rate sheets
 - [Premier](#)
 - [Choices](#)
 - [All Access](#)

Questions? Reach out to Nick Gambo,

cngambo@thehealthplan.com.

New commercial individual market manager announced

Last month, Dan Schultz took over as commercial individual market manager for Geisinger Health Plan. He brings a unique background that combines commercial and Medicare experience. Contact him at [570-592-5689](tel:570-592-5689) or dmschultz@thehealthplan.com.



Broker action item

If you haven't already, it's time to log into the new broker portal to start managing your accounts. Use the portal to access:

- ACA/KYP/GFA renewal letters
- 2024 benefits information
- 2024 sales and marketing tools
- Forms
- Past issues of the Broker Bulletin

Enrollment during a Special Election Period

Customers can still get coverage or change their plans during a Special Election Period (SEP). Life events that qualify include:

Involuntary loss of coverage

Members who have had a change in their employment are eligible for an SEP. Documentation is required to process enrollment.

Loss of coverage letter from employer or insurance company needed within 60 days of event.

Permanent move

Members who move are eligible. GHP doesn't require documentation to process.*

Change in household status

Members who get married or have a child qualify for an SEP. GHP doesn't require documentation to process. * Members adopting a child will be required to provide documentation. Applications must be submitted within 60 days of the effective date of coverage.

**The employer or broker may require documentation for their records.*

Reminder: Members getting new ID cards

Effective Jan. 1, 2024, Geisinger's pharmacy claims will be processed by a new pharmacy benefits manager, Navitus Health Solutions. Members will receive new ID cards in the mail with the same ID number. They should use their new cards starting Jan. 1.

Did you know? ASO

Geisinger is now offering a new multi-year ASO plan, ASO A La Carte with Veris Stop-Loss. New-to-Geisinger groups of 25 – 200 covered employees are eligible for a high-performance Rx formulary, generous implementation credits and a low base medical administrative fee that's guaranteed for three years. And employers will have added buy-up opportunities to fit their specific needs.

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.

Many documents will be updated in the coming months as we prepare for 2024. Visit the "More materials" section often to make sure you have the most recent version.

Featured items – Benefits

- 2024 Benefit brochures
- 2024 SOBs and SOCs

New sales tools

- Geisinger ASO A La Carte with Veris Stop-Loss
- ASO highlights flyer
- ASO explained flyer

[Broker portal repository](#)

Resources:

- [Commercial group resources](#)
- [Commercial group benefits](#)
- [Employer Portal](#)
- [Individual resources](#)
- [Individual benefits](#)



This bulletin is designed to be a helpful guide to administer the health plan to your clients. The group master policy, summary plan description, group subscription certificate and any applicable amendments or riders are the governing documents.

If you choose to share this information with others, be mindful. Please take care to avoid altering or modifying the original messaging in this bulletin, or any Geisinger communications, in any way.

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