

## *Video*

1. Fade up from black.  
BCBSIL logo animation  
matched to music tag.

Dip to black.

2) Fade up on quick cuts  
lifestyle montage showing  
people, children, cityscapes  
and scenes, rural living, etc.  
Montage can be comprised  
still images and video clips,  
manipulated over stylized  
graphic background.  
(15 second BUILD)

3) REVEAL Title Screen  
BUILD against same  
background. HEADLINE:  
*Getting to Know HMO Illinois*

COMPOSITE in *BlueCross*  
*BlueShield of Illinois*  
logo bug.

Dip to black.

4) Fade up on WS group  
setting with Announcer  
acting as seminar  
chairperson in front of the  
group. ZOOM IN to  
MS of Announcer.

5) CUT TO GRAPHIC.  
HEADLINE: *BCBSIL logo*  
*HMO Illinois*  
SUPER:  
• *Benefit Briefs*

## *Audio*

LOGO TAG MUSIC UP.

UPBEAT, CONTEMPORARY RHYTHM TRACK  
KICKS IN UP FULL. MIX IN NATURAL  
SOUND OF ADULTS AND CHILDREN  
LAUGHING/TALKING, SFX OF CITY NOISES,  
SFX OF NATURE IN RURAL SETTINGS, etc.

MUSIC BUILDS TO AN END. CROSS-  
DISSOLVE INTO BED MUSIC WITH A  
PROGRESSIVE BEAT AND POSITIVE FEEL,  
MOMENTARILY UP, THEN DOWN AND UNDER  
ON SCREEN ANNOUNCER.

ANNOUNCER (OC): Welcome to today's  
presentation on "Getting to Know HMO Illinois."

Whether you're new to managed care or you're  
an experienced HMO member, understanding  
your health benefits plan can help you get the  
most out of your benefits.

So today, I'm going to highlight the benefits that  
HMO Illinois provides you as a member...and  
then, review how HMO Illinois works once you  
become a member.

## *Video*

## *Audio*

- *Using Your Benefits*

6) GRAPHIC SEGUE.

SUPER:

*Blue Cross and Blue Shield of Illinois highlights*

CROSS DISSOLVE BED MUSIC INTO MUSICAL BRIDGE TO SUPPORT GRAPHIC SEGUE. AS BRIDGE MUSIC ENDS, FADE IN NEW BED MUSIC UNDER ANNOUNCER.

7) MS of Announcer talking to group.

ANNOUNCER (OC): Blue Cross and Blue Shield of Illinois is the largest and most experienced health insurance company in Illinois.

8) CUT TO GRAPHIC.

HEADLINE: *BCBSIL logo*

SUPER:

- *Largest health insurance company*
- *60 years experience*
- *Innovative and affordable health plans*

(VO): We have more than 60 years experience in providing innovative and affordable health care plans that meet your needs.

9) MCU of Announcer with GRAPHIC behind her.  
HEADLINE: *BCBSIL logo*  
EFFECT IN Blue Cross Card. SUPER: *3 Million Illinois residents are health plan members.*

(OC/VO): Today, nearly 3 million Illinois residents carry a Blue Cross card with the confidence that their health care coverage is backed by one of the strongest and most trusted health insurance companies in the nation.

11) GRAPHIC changes keeping logo headline.

BUILD SUPER:

- *Focus on preventive care benefits*
- *Largest HMO network in Illinois*

At Blue Cross and Blue Shield of Illinois, we're committed to helping our members stay healthy by focusing on preventive care benefits...and by providing access to the largest HMO network of hospitals and physicians in the state.

12) GRAPHIC SEGUE.

HEADLINE: *BCBSIL logo*

SUPER:

*HMO Illinois Verifies Credentials*

CROSS DISSOLVE BED MUSIC INTO MUSICAL BRIDGE TO SUPPORT GRAPHIC SEGUE. AS BRIDGE MUSIC ENDS, FADE IN NEW BED MUSIC UNDER ANNOUNCER.

## *Video*

13) MS of Announcer in front of group.

14) GRAPHIC.

HEADLINE: *BCBSIL logo HMO Illinois*

SUPER: *830,000 members*

15) MWS of Announcer with group. ZOOM IN TO MS.

16) CUT TO GRAPHIC.

HEADLINE: *BCBSIL logo*

SUPER: *HMO Illinois*

- *ranked #1 Chicago-area HMO by CareData.com, 1997-2000*

- *1999 Crain's Chicago Business List*

- *9% more hospitals*

- *43% more physicians*

17) GRAPHIC SEGUE.

HEADLINE: *BCBSIL logo*

SUPER:

*HMO Illinois Approach*

18) MS of Announcer talking to group.

19) GRAPHIC SUPER:

## *Audio*

(OC/VO): As a Blue Cross HMO, HMO Illinois is the premier managed care plan in the state with more than 830,000 members. That's more than any other HMO in Illinois!

(OC): Plus, HMO Illinois has gained the respect of experts throughout the industry.

For three years in a row, HMO Illinois has been named the top health plan by independent consumer satisfaction surveys.

(VO): From 1997-2000, CareData.com has ranked HMO Illinois the highest in member satisfaction among Chicago-area HMOs.

(OC): And, in 1999, *Crain's Chicago Business* ranked HMO Illinois the number one HMO in the Chicago area. In fact, they listed HMO Illinois as having nine percent more affiliated hospitals and forty-three percent more primary care physicians than any other HMO in the Chicago metro area.

CROSS DISSOLVE BED MUSIC INTO MUSICAL BRIDGE TO SUPPORT GRAPHIC SEGUE. AS BRIDGE MUSIC ENDS, FADE IN NEW BED MUSIC UNDER ANNOUNCER.

(OC): As an HMO Illinois member, you are in control of your health care. You choose your own doctors and medical groups. Then, you and your doctor work together as a team to make medical decisions regarding your health.

Let me be clear about this...

(VO): HMO Illinois is your health plan. We don't

## *Video*

*HMO Illinois is your health plan, not your doctor. You and your doctor make decisions about your health care.*

20) MS of Announcer.  
ZOOM IN to MCU.

21) GRAPHIC BUILD:  
*Member Services*  
*800-892-2803*

22) GRAPHIC SEGUE.  
HEADLINE: *BCBSIL logo*  
SUPER:  
*HMO Illinois Benefits*

23) MWS of Announcer with group.

24) GRAPHIC BUILD.  
HEADLINE: *BCBSIL logo*  
*HMO Illinois benefits*  
SUPER:

- *Checkups and routine physicals*
- *Immunizations*
- *Routine screenings*
- *Inpatient hospitalization*
- *Outpatient surgery*
- *Maternity care*
- *Lab and diagnostic tests*
- *Urgent care and follow-up*

## *Audio*

get involved in making decisions regarding your health care. We believe the best people to determine your medical needs are you and your doctor.

(OC): That's why we encourage you to discuss treatment options with your doctor...and then, make informed decisions based on those discussions.

As for our part... We'll help to guide you in new ways to use your health care plan to take charge of your health. We'll show you the way without getting in the way.

(VO): When you have questions, an experienced HMO Illinois member services representative is available to assist you via our toll-free hotline.

CROSS DISSOLVE BED MUSIC INTO MUSICAL BRIDGE TO SUPPORT GRAPHIC SEGUE. AS BRIDGE MUSIC ENDS, FADE IN NEW BED MUSIC UNDER ANNOUNCER.

(OC): Now, let's talk about some of the primary benefits you'll enjoy as an HMO Illinois member, including:

- Preventive care check-ups and routine physicals,
- Immunizations for adults and children,
- Routine screenings, such as mammograms, pap smears, cholesterol tests or hearing exams,
- Inpatient hospitalization,
- Outpatient surgery,
- Pre and postnatal maternity care,
- Lab and diagnostic tests,
- Urgent care and follow-up care benefits when you travel,

## *Video*

*care when you travel*

- *Annual eye exams*
- **BlueExtras®** *program discounts on LASIK/PRK eye surgery, eyewear, alternative care providers and health club memberships*

25) GRAPHIC BUILD.

HEADLINE: *BCBSIL logo*

*HMO Illinois benefits*

SUPER: *For benefits, a Primary Care Physician (PCP) provides or coordinates*

- *Diagnostic testing*
- *Hospital and surgical care*
- *Referral care*
- *Behavioral health care*
- *Rehabilitative therapy*

26) MS of Announcer.

27) GRAPHIC BUILD.

Effect in HMO ID card.

HEADLINE: *BCBSIL logo*

*HMO Illinois prescriptions*

SUPER:

- *Open formulary*

28) EFFECT IN CU of a

typical formulary list.

HIGHLIGHT brand-name column, then generic drug column.

29) GRAPHIC BUILD.

HEADLINE and HMO ID

Card: *BCBSIL logo*

*HMO Illinois prescriptions*

SUPER:

- *Generic and brand-name*

## *Audio*

- Annual eye exams, and
- Through our **BlueExtras** program, discounts on LASIK and PRK eye surgery, vision eyewear, alternative care providers and health club memberships.

To receive benefits when you need medical treatment, your Primary Care Physician, or PCP, will either provide or coordinate your care, including:

- diagnostic testing,
- hospital and surgical care,
- specialist referral care,
- inpatient and outpatient behavioral health care, and,
- rehabilitative therapy, such as physical or occupational therapy.

(OC): Your plan will specify any co-payments that are required for the medical services and prescriptions your PCP authorizes.

(VO): Another valuable benefit of your HMO Illinois membership is our prescription drug coverage.

The HMO Illinois prescription drug plan includes an open formulary. The drug formulary is a list of safe and effective brand-name and generic drugs.

Your plan covers both generic and brand-name formulary and non-formulary drugs. Eighty-six percent of all prescriptions written by Blue Cross and Blue Shield of Illinois participating network

## *Video*

*formulary and non-formulary drug coverage*

- *86% formulary by network PCPs*

30) GRAPHIC BUILD with HMO ID Card and

HEADLINE: *BCBSIL logo*

*HMO Illinois prescriptions*

SUPER: *Maintenance drugs*

- *90-day supply via mail order for less money*

SUPER changes:

*Accepted by*

- *All major chains*
- *98% of independent pharmacies*

31) MWS of Announcer with group. ZOOM IN to MS.

32) GRAPHIC BUILD.

HEADLINE: *BCBSIL logo*

*HMO Illinois participating providers network*

SUPER:

- *7,000+ PCP locations*
- *131 hospitals*
- *13,000 specialist locations*

33) GRAPHIC changes.

HEADLINE: *BCBSIL logo*

*HMO Illinois participating providers network*

SUPER:

- *Each member chooses a medical group and PCP.*
- *Each female member also chooses a Woman's Principal Health Care Provider (WPHCP) or an OB/GYN.*

## *Audio*

physicians are formulary drugs.

Maintenance drugs can be ordered by mail to save you time and money. A 90-day supply of medication will be delivered to your home at a lower co-pay amount.

(VO): All major chain pharmacies and 98 percent of independent pharmacies in Illinois and throughout the country accept the HMO Illinois ID card for prescription drug coverage.

(OC): Flexibility is another key benefit you'll enjoy in the HMO Illinois plan.

(VO): Members can choose from more than 7,000 participating PCP locations and 131 participating hospitals in the contracted network throughout the state. In addition, more than 13,000 specialist locations are available among the network of participating providers. Your doctor may already be a participating PCP.

Each family member can choose the PCP and medical group that best meets his or her needs.

Each female family member can also choose a Woman's Principal Health Care Provider, a WPHCP, or an obstetrician/gynecologist, in addition to a primary care physician.

All members are encouraged to visit their PCP

## *Video*

- *Visit PCP or WPHCP as often as necessary.*
- 34) MWS of Announcer.  
Announcer walks into MS framing.
- 35) GRAPHIC.  
HEADLINE: *BCBSIL logo*  
*HMO Illinois benefits*  
SUPER:  
*Member Services*  
*800-892-2803*
- 36) MS of Announcer. PUSH TO MCU.

- 37) GRAPHIC SEGUE.  
HEADLINE: *BCBSIL logo*  
SUPER:  
*Using HMO Illinois Benefits*

- 38) MS of Announcer.

- 39) GRAPHIC BUILD.  
HEADLINE: *HMO Illinois emergency care*  
SUPER:  
• *Call your PCP first.*  
• *If you cannot call, go directly to the nearest hospital emergency room.*  
• *Co-pay is waived if you are admitted to the hospital.*

## *Audio*

and WPHCP as often as necessary.

(OC/VO): At any time, a member can change his or her PCP, medical group or WPHCP. All it takes is a simple phone call, and the change will be handled for you.

(OC): Doctors who participate in HMO Illinois' PCP and specialist networks are not employees or agents of HMO Illinois. They have contracts with or are shareholders or employees of the medical group.

HMO Illinois contracts with medical groups to participate in the network, not the individual doctors.

CROSS DISSOLVE BED MUSIC INTO MUSICAL BRIDGE TO SUPPORT GRAPHIC SEGUE. AS BRIDGE MUSIC ENDS, FADE IN NEW BED MUSIC UNDER ANNOUNCER.

ANNOUNCER (OC/VO): In a medical emergency, we recommend that you call your primary care physicians for treatment advice. If you can't call your PCP right away, go directly to the nearest hospital emergency room. Calling first may help you avoid a trip to the hospital emergency room which may be more costly for you.

If you're admitted to the hospital, any co-pay requirements for emergency services will be waived. And, remember to have someone notify your PCP as soon as possible so he or she can

## *Video*

- *Contact your PCP as soon as possible for follow-up care.*

40) MCU of Announcer.

41) Reaction shot from group member listening to Announcer.

42) MWS of Announcer with group.

43) GRAPHIC BUILD.

HEADLINE: *HMO Illinois referral care*

SUPER:

- *PCP or WPHCP authorizes referral.*
- *Specific number of visits.*
- *Specific time frame, up to one year.*
- *PCP or WPHCP may monitor progress.*

SUPER changes:

- *Referral procedures are determined by Medical Groups.*
- *Ask Medical Groups for details on their referral procedures.*

44) MS of Announcer.

45) GRAPHIC BUILD.

HEADLINE: *HMO Illinois Away From Home Care® program*

SUPER: *Urgent and follow-up care/guest memberships for:*

- *Members who travel*

## *Audio*

provide or coordinate your follow-up care.

(OC/VO): We encourage you to establish a relationship with your Primary Care Physician. Remember, for benefits, your health care needs are coordinated through your PCP. He or she will work directly with you to discuss medical treatment options and to coordinate or provide the medical care you require.

(OC): Your PCP or WPHCP will determine if you need referrals for specialty care.

(VO): Referrals are made within the medical group you selected. Each referral will be authorized for a specific number of visits or a specific time frame, up to one year. Your PCP or WPHCP may periodically monitor your specialist care to determine progress.

Referral procedures are determined by each medical group...and, vary from group to group. If you have questions about referral procedures, ask your medical group to explain the referral procedure they use.

(OC/VO): Our Away From Home Care® program is another important benefit that's ideal for members who travel, families on vacation or students away at school. You can receive urgent and follow-up care as well as guest memberships through affiliated Blue Cross and Blue Shield HMOs while you're out of state.

## *Video*

- *Families on vacation*
- *Students away at school*

46) GRAPHIC SEGUE.  
HEADLINE: *BCBSIL logo*  
SUPER:  
*HMO Illinois Amenities*

47) MS of Announcer.

48) GRAPHIC BUILD.  
HEADLINE: **BlueExtras®**  
*program*  
SUPER:  

- *Access to chiropractors, acupuncturists and massage therapists*
- *Health club membership*
- *Vision eyewear and corrective surgery*
- *1,200+ health care products and services*

49) MS of Announcer.

50) Series of shots showing Member Services rep on phone, HMO How -to Brochure and sample post cards.

Continue with CU of sample quarterly newsletters.  
51) GRAPHIC. SUPER:  
*Toll-free Health Education*

## *Audio*

CROSS DISSOLVE BED MUSIC INTO MUSICAL BRIDGE TO SUPPORT GRAPHIC SEGUE. AS BRIDGE MUSIC ENDS, FADE IN NEW BED MUSIC UNDER ANNOUNCER.

ANNOUNCER (OC): Our complementary health care program, called **BlueExtras**, offers members additional flexibility and convenience.

(VO): Through the **BlueExtras®** discounted program, members have access to alternative health care providers, including chiropractors, acupuncturists and massage therapists.

Members can also receive discounts on health club memberships, eyewear, laser vision correction surgery, and health care products and services.

(OC/VO): When you join HMO Illinois, you get more than just a health care plan. You receive information on a variety of health topics and expert guidance from our dedicated associates in Member Services.

(VO): As a member, you'll receive a call welcoming you to HMO Illinois; a quick reference brochure, wellness postcard reminders, and a member handbook to guide you in accessing your benefits.

You'll also receive quarterly newsletters to keep you informed about important health issues and benefit updates. And, you'll have access to information and assistance on health topics and

## *Video*

*Line*

*800-960-8879*

52) MCU of Announcer.

53) GRAPHIC BUILD.

HEADLINE: *HMO Illinois  
Language Line*

SUPER: *140 languages*

SCROLL through long list  
indicating variety of  
languages.

54) MWS of Announcer with  
group.

56) GRAPHIC.

HEADLINE: *BCBSIL logo  
HMO Illinois*

SUPER:

*Visit our Web site:*

*www.bcbsil.com*

*Call Member Services*

*800-892-2803*

57) MWS of Announcer.

Slow PUSH to MS framing.

She holds up copy of  
Directory.

Fade to black.

58) Roll credits and  
disclaimers.

Copyright information.

Fade to black.

## *Audio*

concerns via our toll-free Health Education Line.

(OC/VO: For members who speak a primary language other than English, HMO Illinois provides a Language Line for over-the-phone interpretations of more than 140 languages, including Spanish, French, Korean, Japanese, Polish, Russian and many more.

CROSS DISSOLVE BED MUSIC INTO REPRISE  
OF OPENING MUSIC TRACK.  
MUSIC BUILDS UNDER ANNOUNCER.

ANNOUNCER (OC): In this brief overview, we've shown you some advantages and benefits that Blue Cross and Blue Shield of Illinois and the HMO Illinois plan can provide you.

For more plan details, visit our Web site at [www.bcbsil.com](http://www.bcbsil.com), or call a Member Services representative at 800-892-2803.

If HMO Illinois is the right plan for you...use our participating provider directory or search on line to choose a medical group, PCP and WPHCP for each member of your family. Then, follow your employer's instructions for enrolling.

Make a wise investment in your health. It will benefit you in the future. Best of health to you!

MUSIC UP, THEN DOWN AND OUT WITH  
FINAL FADE TO BLACK.

*Video*

*Audio*