

## *Video*

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

Dip to black.

2) Fade up on quick cuts  
lifestyle montage of culturally  
diverse 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*  
*The BlueChoice®*  
*Point of Service Health Plan*

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.

## *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 the BlueChoice*  
*Point of Service Health Plan*" from Blue Cross  
and Blue Shield of Illinois.

*BlueChoice* is a managed care plan that allows  
members to keep their health benefit costs down,  
yet enjoy freedom of choice at every point of  
service, each time they need treatment.

Today, I'm going to highlight the benefits that the

## *Video*

## *Audio*

SUPER:

- *Blue Cross and Blue Shield of Illinois Overview*
- *The BlueChoice Point of Service Health Plan*
- *BlueChoice Benefit Briefs*

6) GRAPHIC SEGUE.

SUPER:

*Blue Cross and Blue Shield of Illinois Overview*

7) MS of Announcer talking to group.

8) GRAPHIC.

HEADLINE: *BCBSI logo*

SUPER:

- *Largest Health Insurance Company in Illinois*
- *60 Years Experience*
- *Innovative & Affordable Health Plans*

9) GRAPHIC changes.

EFFECT IN Blue Cross

Card. HEADLINE: *logo*

SUPER:

- *3 Million Illinois members.*

10) MCU of Announcer.

11) GRAPHIC SEGUE.

HEADLINE: *BCBSI logo*

SUPER:

*BlueChoice* Point of Service health plan provides you as a member...and, tell you how the plan works once you become a member.

To begin, let me tell you a little bit about what makes our company and this plan stand out from other health plans you may be offered.

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

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

(VO): For the past 60 years, we've provided innovative and affordable health care plans that meet the needs of members just like you.

(VO/OC): 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 reliable health insurance companies in the nation.

(OC): Our dedication to providing the kind of benefits people want most has earned us the trust of our members...as well as the most respected name in health care.

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

## *Video*

*The BlueChoice Point of Service Plan*

12) MWS of Announcer with group.

13) GRAPHIC BUILD

HEADLINE: *BCBSI logo*

SUPER:

- *Focus on Preventive Care*
- *Large network of physicians, specialists, hospitals and other providers*
- *Board Certified*

14) MS of Announcer.

15) GRAPHIC BUILD.

HEADLINE: *National Committee for Quality Assurance (NCQA)*

SUPER:

*Evaluates managed care organizations on the following standards:*

- *Access & Service*
- *Qualified Providers*
- *Staying Healthy*
- *Getting Better*
- *Living with illness*

16) KEEP NCQA headline.

EFFECT IN *“Commendable” seal and BlueChoice*

Seal shrinks back as bug.

## *Audio*

MUSIC UNDER ANNOUNCER.

ANNOUNCER (OC): The *BlueChoice* Point of Service Plan is designed with the integrity that you expect from Blue Cross and Blue Shield of Illinois.

(OC/VO): With *BlueChoice*, we’re committed to helping our members stay healthy by focusing on preventive care benefits. In addition, *BlueChoice* provides access to a large network of participating physicians, specialists, hospitals and other health care providers.

We verify the credentials of each participating doctor and hospital in the *BlueChoice* contracted network. All physicians in our network must be Board Certified in their own specialty area.

(OC): The National Committee for Quality Assurance, or NCQA, has recognized *BlueChoice* for its innovative approaches to achieve excellence in patient care and service.

NCQA is an independent, not-for-profit organization dedicated to measuring the quality of America’s health care based on:

- Access and Service
- Qualified Providers
- Staying Healthy
- Getting Better
- and
- Living with Illness

(VO): *BlueChoice* has been awarded a “Commendable” accreditation, which means the plan meets or exceeds these NCQA standards.

## *Video*

KEEP NCQA headline and BlueChoice up full. SUPER: *1999 - Excellence in quality improvement initiatives*  
17) MS of Announcer in front of group.

18) GRAPHIC SEGUE.  
HEADLINE: *BCBSI logo*  
SUPER:  
*BlueChoice Benefit Update*

19) MWS of Announcer with group.

20) GRAPHIC BUILD.  
HEADLINE: *BCBSI logo*  
*BlueChoice Point of Service Plan Benefits may include:*  
SUPER:

- *check-ups & physicals*
- *immunizations*
- *routine screenings*
- *access to OB/GYN and Certified Nurse-Midwife as a Woman's PCP*
- *routine gynecological exams*
- *cancer screenings*
- *diagnostic testing*
- *inpatient & outpatient hospital & surgical care*
- *emergency care*
- *behavioral health care*
- *chemical dependency treatment*
- *prescription drugs*
- *well child care*

## *Audio*

Plus, in 1999, NCQA recognized BlueChoice for excellence in quality improvement initiatives as one of 12 health plans across the country that provides innovative programs and services to its members.

(OC): Today, more than 180,000 people, statewide, enjoy the membership privileges that BlueChoice provides.

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

ANNOUNCER (OC): When you join BlueChoice, you'll receive a complete range of health care benefits and services.

(VO): As a member, some of the primary benefits you'll enjoy may include:

- preventive care check-ups and routine physicals,
- immunizations for adults and children,
- routine screenings, such as mammograms, pap smears, cholesterol tests or hearing exams,
- access to an OB/GYN or Certified Nurse-Midwife as a woman's PCP
- routine gynecological exams,
- cancer screenings,
- diagnostic testing,
- inpatient and outpatient hospital and surgical care,
- emergency care benefits,
- behavioral health care benefits,
- chemical dependency treatment,
- prescription drugs,
- well child care, and
- maternal and neonatal care, including our

## *Video*

- *maternal & neonatal care*

21) Montage inset against GRAPHIC background, beginning with CU of Choice Beginning literature...and continuing with of still images depicting women at all stages of pregnancy and post birth. HEADLINE: *The Choice Beginnings Program*

SUPER: • *Health tips for every stage of pregnancy, birth & post-partum care*  
• *Registered nurse specializing in neonatology*

22) MS of Announcer.

23) GRAPHIC BUILD.  
HEADLINE: *BCBSI logo Additional BlueChoice Benefits*

SUPER changes:  
*Plan may include access to:*  
• *vision care benefits*  
• *reminder mailings*  
• *on-line benefit & wellness information*

EFFECT in CU of Web and newsletter pages. EFFECT OUT pages. Continue with BUILD.

- *quarterly newsletter*
- *care management for complex treatments*
- *physical, speech & occupational therapies*
- *chronic disease management programs*

## *Audio*

Choice Beginnings program.

The Choice Beginnings Program is available to all expectant BlueChoice members...and, is designed to help mothers-to-be through every stage of pregnancy, birth and post-partum care. Choice Beginnings provides self-health care tips on proper exercise routines, dietary plans, traveling recommendations, and more. It also gives members access to a registered nurse that specializes in neonatology to help make sure they receive the care you need during your pregnancy and birth.

(OC/VO): In addition to your primary benefits, your BlueChoice plan may also include:

- vision care benefits,
- regular mailings reminding you to get certain health services,
- Web site that provides extensive benefit and wellness information, such as a *healthy future* wellness magazine and BlueChoice Benefit Briefs online newsletter,
- Quarterly newsletter updating you on your BlueChoice benefits and wellness advice,
- Care management for more complex treatments,
- rehabilitative therapy benefits, such as physical, speech and occupational therapies, and
- chronic disease management programs, including the diabetes and Choice Air Asthma programs.

## *Video*

## *Audio*

24) Montage of still images showing asthma patients using breathing aids and enjoying life. *SUPER: The Choice Air Asthma Program*

25) MS of Announcer.

26) ECU of ID Card. HIGHLIGHT PCP name, co-payment and phone number on ID card.

27) MS of Announcer. She holds up a highlights sheet.

28) GRAPHIC SEGUE. HEADLINE: *BCBSI logo* SUPER: *BlueChoice PCP Selection*

29) MS of Announcer.

30) GRAPHIC BUILD. HEADLINE: *BCBSI logo* *BlueChoice Point of Service Plan* SUPER: *Each family member chooses his/her own PCP*

For asthmatic patients, the Choice Air Asthma Program provides you with a self-management plan that will help you and your health care providers effectively treat and control your asthma.

The program provides a wide range of literature geared specifically toward children or adults, and allows access to a registered nurse that specializes in asthma care.

(OC): Your ID Card allows you to access many of your plan's most valuable features and benefits. It will list your doctor's name, your co-payment, and the phone number to call when you have a question.

(OC): If you have questions on your benefits, refer to your benefit highlights sheet for detailed information on your plan's benefit specifications and required co-payments.

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

ANNOUNCER (OC): When you enroll in the *BlueChoice* Point of Service Plan, you must choose a primary care physician, or PCP, to receive in-network benefits. Your PCP can also coordinate your health care needs.

(VO): Each family member can choose his or her own PCP that best meets his or her needs. PCPs can be selected from a variety of specialty areas, including: Family Practice, Internal Medicine and Pediatrics. Women - over the age

## *Video*

- *Family Practice*
- *Internal Medicine*
- *Pediatrics*
- *OB/GYN*
- *Certified Nurse-Midwife*

31) GRAPHIC BUILD.

HEADLINE: *BlueChoice  
Participating Providers  
Network*

SUPER:

- *3,600+ PCPs*
- *115 hospitals*
- *All PCPs Board Certified*
- *95% PCPs accepting new patients*
- *3,900+ specialists*

32) MCU of Announcer.

33) GRAPHIC BUILD.

HEADLINE: *BlueChoice  
PCP Selection*

SUPER:

- 1) *On-line Provider Search*
- 2) *Printed PCP directory*
- 3) *Call the doctor's office*
- 4) *Talk to you family and friends*
- 5) *Call Customer Service*

34) GRAPHIC changes.

HEADLINE: *BlueChoice  
On-line Provider Search*

SUPER: *www.bcbsil.com*

35) Digital screen pages from the Provider Search tool. SUPER:

- *Search by name, location or hospital affiliation.*
- *Get information on*

## *Audio*

of 13 - may also choose an OB/GYN or Certified Nurse-Midwife as either their primary or secondary PCP.

Members can choose from more than 3,600 participating PCPs and 115 participating hospitals in the contracted network throughout the state.

All network PCPs are Board Certified...and, more than 95% are accepting new patients.

In addition, more than 3,900 providers participate in the specialist network.

(OC): You have many ways to find information on participating PCPs to make your selection.

(VO): You can:

- go on-line, and use our Provider Search tool,
- refer to your printed PCP directory,
- call the doctor's office,
- talk to your family and friends for recommendations, or
- call the toll-free Customer Service number on the back of your ID card for assistance.

If you log on to our easy-to-use Web site at [www.bcbsil.com](http://www.bcbsil.com), the on-line Provider Search tool will help you find a physician by name, location or hospital affiliation.

The Provider Search engine also lists if doctors have weekend and evening office hours, if they

## *Video*

*physicians, maps and directions*  
36) MCU of Announcer.

37) GRAPHIC BUILD.  
HEADLINE: *BlueChoice*  
*PCP-Directed Care*  
SUPER:

- *coordinate in-network care,*
- *offer routine services & screenings,*
- *coordinate chronic health conditions,*
- *discuss treatment options and assist in decision-making,*
- *direct specialist & hospital referrals, and*
- *pre-approve hospital & surgical procedures.*

38) MWS of Announcer.  
Announcer walks into MS framing.

39) GRAPHIC SEGUE.  
HEADLINE: *BCBSI logo*  
SUPER:  
*BlueChoice Flexibility*

40) MWS of Announcer talking to group. PUSH to MS.

## *Audio*

are accepting new patients, what foreign language they may speak, as well as maps and directions to their offices.

(OC): Once you've chosen a PCP, we encourage you to establish a relationship with him or her.

(VO): Your PCP will work with you to:

- coordinate the in-network care you need,
- offer preventive health care services and screenings,
- manage care for chronic health conditions,
- discuss treatment options and help you make important health care decisions,
- direct you to specialists or hospitals, if you need them, and
- handle pre-approvals for hospital admissions and certain outpatient surgical procedures.

(OC): If necessary, you can change your PCP every 30 days. All it takes is a simple phone call to Customer Service...and, the change will be handled for you.

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

ANNOUNCER (OC): *BlueChoice* offers members open access to medical care. The flexibility of freedom of choice is what sets *BlueChoice* apart from other types of managed care health plans.

Here's how the plan works...

## *Video*

41) GRAPHIC illustration showing two choices. Use graphics from Map of Care of Quick Reference brochures.

42) GRAPHIC BUILD.

HEADLINE: *PCP-Directed Care (In-Network)*

SUPER:

- *higher level of benefits*
- *less out-of-pocket expense*

SUPER changes:

- *no claim forms*
- *no annual deductibles*
- *small co-payment for office visits*

43) MCU of Announcer.

44) GRAPHIC BUILD.

HEADLINE: *Self-Directed Care In-Network*

SUPER:

- *choose any doctor or hospital*
- *no PCP consultation*
- *lower level of benefits*
- *more out-of-pocket expense*

SUPER changes:

*You are responsible for:*

- *annual out-of-network deductible*
- *higher co-payments*
- *claim form submission*
- *balance billing*
- *pre-approval from*

## *Audio*

(VO): As a *BlueChoice* member, you'll be able to choose how you want to receive care at every point of service. Each time you receive care, you'll have two options. You can choose treatment in-network or out-of-network...and still be covered by your plan.

If you coordinate your care with your PCP, your plan will pay a higher level of benefits, and you'll pay less.

Plus, with in-network, PCP-Directed Care, there are no claim forms to file, no annual deductibles to pay...and, you'll pay only a small co-payment for office visits.

(OC): For continuity in service, you may want to coordinate your care with your PCP...but, the option to Self-Direct your care is always available to you.

If you choose to coordinate care yourself without your PCP, you can see any doctor or use any hospital you wish...anytime, anywhere...without consulting your PCP. However, your benefits will be paid at a lower, out-of-network level and you'll pay more out-of-pocket.

When you choose the out-of-network, Self-Directed care option:

- you'll pay an annual out-of-network deductible and higher co-payments,
- you may need to submit a claim form,
- you can be balance billed by the provider for any ineligible charges not covered by your plan, and

## *Video*

*Utilization Management before hospitalization or outpatient surgery*

45) Montage of still images showing UM professionals on phone, at work, etc.

SUPER:

*Utilization Management*

46) MCU of Announcer.

47) ECU of back of ID Card graphic. HIGHLIGHT toll-free number for Utilization Management.

48) GRAPHIC SEGUE.

HEADLINE: *BCBSI logo*

SUPER:

*BlueChoice Emergency Care*

49) MS of Announcer with group.

50) GRAPHIC BUILD.

HEADLINE:

*BlueChoice Emergency Care*

SUPER:

*• If an emergency, go directly to the nearest hospital emergency room or call 9-1-1,*

SUPER changes:

*• All emergencies covered at in-network benefit level*

SUPER changes:

*Away from home...*

*• all eligible benefits are covered*

## *Audio*

• you're responsible for obtaining pre-approvals from Utilization Management before hospitalization or certain outpatient surgical procedures.

The Utilization Management team is a special unit of experienced health care professionals, including registered nurses, who pre-certify planned inpatient and some outpatient services for medical necessity.

(OC/VO): If you have questions about your role with Utilization Management when you choose the Self-Directed care option, call the toll-free number on the back of your ID card for assistance.

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): If you have symptoms of an injury or illness serious enough to make you believe any delay in seeking care may result in significant impairment or death, seek medical care immediately. All emergencies are paid at the in-network benefit level, no matter where you receive treatment.

When you're away from home, all eligible benefits are also covered when you need emergency care for injuries or illness.

If you need to be admitted to a hospital, you or

## *Video*

- *call Utilization Management to pre-certify admission.*

SUPER changes:

- *Co-pay is waived if admitted to hospital.*

51) MCU of Announcer.

52) GRAPHIC SEGUE.  
HEADLINE: *BCBSI logo*  
SUPER:  
*BlueChoice Amenities*

53) MCU of Announcer.

54) CUT TO montage of images showing Customer Service Rep on phone, sample newsletters, digital screen pages from webzine, *a healthy future*, and sample postcard reminders, etc.

55) MWS of Announcer with group. Slow PUSH to MS framing.

## *Audio*

someone you know must call Utilization Management to pre-certify your admission in the area where you are.

If you are admitted to a hospital during an emergency situation, any co-pay requirements for emergency services will be waived.

(OC): Check your benefit materials for more details on when to pre-certify care.

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

ANNOUNCER (OC): When you join the *BlueChoice* Point of Service Plan, you'll receive expert assistance from our dedicated Customer Service representatives.

(VO): As a member, you'll also receive:

- a quarterly newsletter to update you on important health and benefit information,
- on-line health and wellness information via our Web magazine, *a healthy future*, and
- special health care mailings to remind you of annual flu shots and immunizations, mammograms and pap smears.

MUSIC CROSS-DISSOLVES INTO REPRISE OF OPENING MUSIC TRACK. MUSIC BEGINS TO BUILD UNDER ANNOUNCER.

ANNOUNCER (OC): Well, that's a brief overview of the many advantages and benefits provided by the *BlueChoice* Point of Service health plan from Blue Cross and Blue Shield of Illinois.

## *Video*

56) GRAPHIC BUILD.  
HEADLINE: *BCBSI logo*  
SUPER:  
*For more information...*  
• *Visit our Web site:*  
*www.bcbsil.com*  
• *Call Customer Service*  
57) MS of Announcer.

Fade to black.  
Roll credits and disclaimers.  
Copyright information.  
Fade to black.

## *Audio*

(VO): If there are any aspects of the plan that you want to explore in more detail, we encourage you to visit our Web site at [www.bcbsil.com](http://www.bcbsil.com) ...or, call a Customer Services Representative for assistance.

(OC): By making *BlueChoice* your choice for health benefits, you can minimize your benefit costs and still enjoy freedom of choice at every point of service, each time you need treatment. Follow your company's instructions for enrolling, today.

And, best of health to you, always!

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