

# Premier Blue\*

March 2000

PB-3-00

TO: Premier Blue Physicians  
FROM: Fred Boston, Director, Professional Relations  
SUBJECT: ACCESS OPTION

Premier Health, Inc. is pleased to announce the introduction of a new product, **Access Option**. This product is currently being marketed in the Capitol, Douglas County, and Northeast Kansas Program Areas and beginning May 1, 2000, it will be marketed in the Sedgwick County area. **Access Option** is designed to recognize changes in consumer demands for more freedom of choice and offer alternatives to traditional PPO and HMO programs. **Access Option** will be offered to employers who are seeking an alternative HMO product but value the Premier Blue network and the primary care physician. While this product is not currently being marketed in your program area, it would be possible for these members to seek care from you in the following instances: (1) while traveling through the area, or (2) if an employer located in a marketing area offers the **Access Option** product and has a few employees residing in your city. As a result, we wanted you to be aware of this option.

#### **Access Option is simple and offers:**

- Reduced administration – No written referral requirements for the providers.
- Fee-for-service reimbursement (no PCP capitated services).
- No change to the current Premier Blue fee schedule.
- Patients access to any provider within the Premier Blue network without a referral.
- Patients the highest benefit level when they stay within the Premier Blue network.
- Optional primary care physician designation by the patients.
- Consumers a competitively priced product.

**Access Option** patients can be identified by looking for this identification card.

If you have any questions, feel free to contact any of the Professional Relations staff.