

# Alaska

## a journey



# Situation

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Stronger  
competition

“Authentically  
Alaskan” matters

Alaska’s  
health plan



# Strategy

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Immersion in Alaskan culture

Organic similarities

Compelling expression



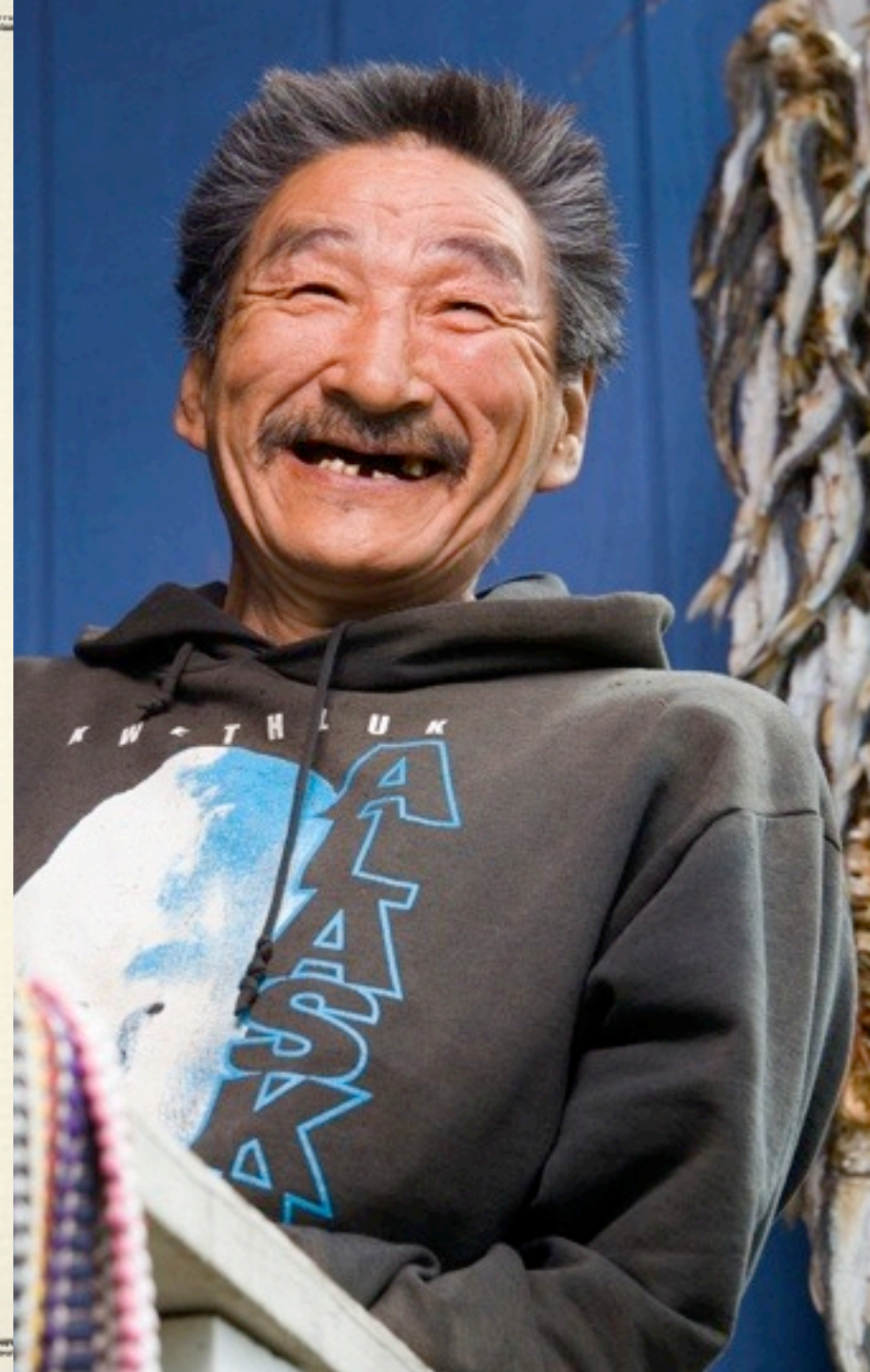
# Results

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Mood boards

Inspiration  
to execution

Meaningful  
illustration of  
brand promise



# Mood Boards

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# Network || Tough terrain calls for a health plan that knows how to connect it.



Live in Nome and work a lot Outside? Good, because Premera Blue Cross Blue Shield of Alaska gives you access to in-network providers in your neighborhood and around the world.

- Coverage all over Alaska, not just Anchorage
- Nationally through the BlueCard® network
- Internationally through BlueCard® Worldwide and the BlueWorldwide Expat plan



# Longevity II

Premera Blue Cross Blue Shield of Alaska  
Serving Alaskans since 1952



We love Alaska as much as you do, and are proud that we've provided quality health plans to Alaskans for nearly six decades. "We're here. We're with You." is more than a catchy phrase for us. We live here, work here and are here to stay. Sourdough through and through.



# Depth || When comparing plans look beneath the surface.



When comparing health plans, take a careful look at everything that Premera Blue Cross Blue Shield of Alaska does to support your health and the opportunity to live, and make a living, in Alaska.

- It's hard to do business here, and we've been doing it since 1952. Many health plans come and go from this state, and we stay because this is our home.
- In-network coverage that travels where you travel. Our network of healthcare providers covers all of Alaska, Outside and the World. So no matter where you go, the advantages of our network go with you.
- When you call, you get friendly, responsive service from someone who speaks Alaskan.
- Choose us and you are supporting the local economy. We are a team of people who live, work and love it here.





# Local || We've got our share of air miles too!



Our service teams are where you are, at 50° below and 80° above. Headquartered in Anchorage, our local account management teams are organized and focused on serving each region of Alaska in person... in the city and out in the bush.

We're here. We're with you.



# Knowhow ||

We speak Alaskan,  
and understand the nuances of the language.



Like a Musher knows her pack, we know our plans and how they work for you. Call us anytime and you will get a person who understands life in Alaska and how you can maximize your healthcare benefits to enjoy the adventure of living here.



# Community || Our connection to this community runs deep.



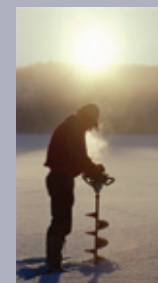
Celebrating and preserving the Alaskan way of life is at the heart of our commitment to this community. Whether sponsoring a statehood celebration, chairing the Harvey P. Sullivan Heart Walk or serving on the Alaska Healthcare Commission, all our efforts go towards giving more to our uniquely Alaskan experience.



# Resourceful || Industrial-strength technology and programs that stretch your healthcare dollar.



It takes a heavy dose of self sufficiency to make a go of it here, and resourcefulness to make the most of what you've got. Premera plays a supporting role in your life to help you understand how to stay healthy, use your benefits proactively and coordinate all aspects of your care should it get complex.



# Future

We're not-for-profit  
and all for a sustainable healthcare system.



We're committed to finding ways to take significant costs out of the U. S. healthcare system, to make healthcare affordable for all.

But getting healthcare here isn't like getting it Outside. That's why we're pushing for changes and improvements to the healthcare system that recognize what life in Alaska is like, and not accept a one-size-fits-all solution.

# Collateral

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# Plan Covers



**HSA Plans Benefit Guide**

Groups with 2-99 employees | For plans beginning July 1, 2010

Tough terrain calls for a health plan that knows how to navigate it.

**PREMERA** | **BLUE CROSS BLUE SHIELD OF ALASKA**  
We're here. We're with you.

**Premera DentalBlue™**

Groups with 2+ employees | For plans beginning July 1, 2010

Dental Optima™  
Dental Preference™  
Dental Essentials™  
Dental Preventive™

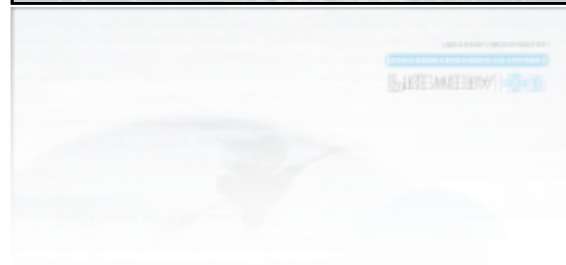
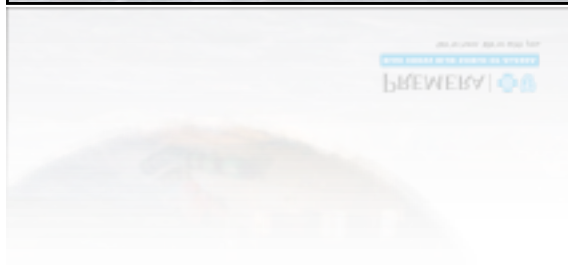
**PREMERA** | **BLUE CROSS BLUE SHIELD OF ALASKA**  
We're here. We're with you.

**Medical Plans Benefit Guide**

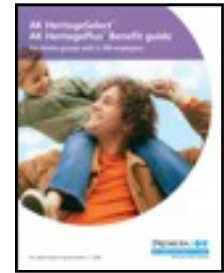
Groups with 2-99 employees | For plans beginning July 1, 2010

Tough terrain calls for a health plan that knows how to navigate it.

**PREMERA** | **BLUE CROSS BLUE SHIELD OF ALASKA**  
We're here. We're with you.




# Plan Covers




## Optional Benefits

Groups with 2-99 employees | For plans beginning July 1, 2010




A circular inset image shows a wooden cabin with warm interior lights glowing through the windows. The cabin is set in a snowy, forested landscape under a dark sky with vibrant green and purple aurora borealis.

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## Select and Plus Plans Benefit Guide

Groups with 2-99 employees | For plans beginning July 1, 2010



A circular inset image shows a long, narrow wooden ice road stretching across a vast, frozen body of water. The sky is overcast and grey.

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## Envoy Plans Benefit Guide

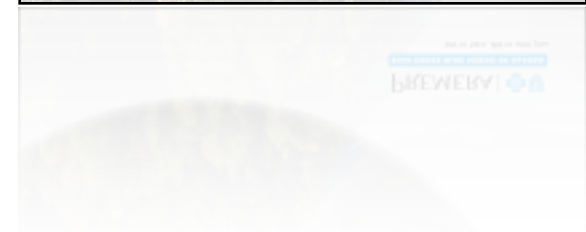
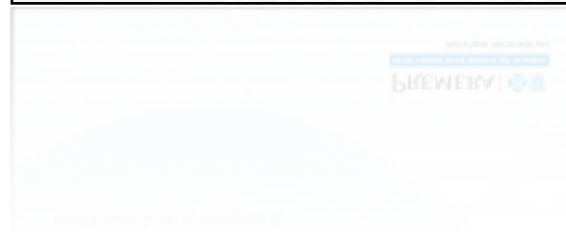
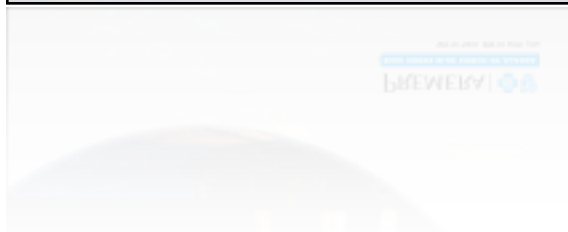
Groups with 2-99 employees | For plans beginning July 1, 2010



A circular inset image shows a small, high-wing aircraft with a red and white livery parked on a sandy, rocky tundra. The surrounding landscape is a mix of green and yellow vegetation under a bright sky.

Tough terrain calls for a health plan that knows how to navigate it.

**PREMERA** |   
BLUE CROSS BLUE SHIELD OF ALASKA  
We're here. We're with you.





# Plan Inside Pages



## 5 BIG reasons

Your clients will know they made the right decision in choosing Premera Blue Cross Blue Shield of Alaska as their health plan.

- Many health plans come and go from this state, but we stay because this is our home. We're here, we're with you, and **have been since 1952**.
- Our in-network coverage travels with our members. Our network of healthcare providers **spans the state and the nation**. So no matter where they go, the advantages of our network go with them.
- When members call, they get friendly, responsive service from **someone who speaks Alaskan**.
- When clients choose us, they are supporting Alaska's economy. We are a team of people who **live, work and love it here**.
- **We're not-for-profit and all for a sustainable healthcare system.** We're committed to finding ways to reduce costs, encourage wellness, and support the delivery of quality, cost-effective healthcare.



He's valued for things you can't see.  
We have a lot in common.

### Honed senses and skills that keep costs down.

81% of the claims Premera receives are auto-adjudicated, which provides faster turnaround on claims payments. Premera also has a claims financial accuracy rate of 99.25%.<sup>1</sup>

### Uncanny abilities to sniff out fraud and stop it in its tracks.

Our overpayment recovery unit saved over \$71 million for employers in 2009.<sup>2</sup>

### Protective layers that help members stay healthy, and smartly coordinate their care.

Our Integrated Health Management Team—staffed by doctors, nurses, pharmacists, and case managers—works to support better health for our members and help lower preventable claims costs.

### Strong heart built for endurance that keeps provider networks stable.

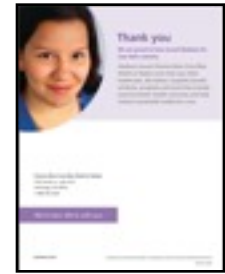
Provider satisfaction with Premera is extremely high—94% of Alaska providers renew their agreement each year.<sup>3</sup>

<sup>1</sup> Internal Premera claims data for calendar year 2009.

<sup>2</sup> Calypso service data for the Premera family of companies.

<sup>3</sup> Internal Premera provider data for calendar years 2007, 2008 and 2009.

# Plan Back Covers



We're here. We're with you.



**Premera Blue Cross Blue Shield of Alaska**  
 2550 Denali St., Suite 1404  
 Anchorage, AK 99503  
 1-888-669-2583

[premera.com](http://premera.com)

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