

Have you seen our new website yet?

Over the summer, Greenwood International updated their website, www.gwigroup.com. Since then, it has been proven to be more user-friendly and convenient for our clients and customers. We'd like to invite you to surf the site if you haven't already. Feedback is always appreciated. We would love to hear of any ways that we can make our website more accommodating to those we do business with.

Comments, feedback and suggestions can be forwarded to hbruce@gwigroup.com

Upcoming Events in 2010

• Want to enjoy Boston this spring, on us?

Don't miss the last few months of our Producer Advisory Council. Qualify by submitting new business from now until March 1, 2010, according to minimum production requirements. Our top producers will be eligible to receive an invitation to participate in our first annual Producer Advisory Council on May 3 -5, 2010 in Boston, MA. Tour the GWI and IHC office, meet the staff, participate in business planning and market discussions, and enjoy daily and nightly activities showing visitors the best of what Boston has to offer.

• New Product Offerings Coming Soon!

Be sure to check out the March/April issue of GWI News for exciting information about two new product offerings from GWI: the launch of our Trucking Occupational Accident Program and our new Stop Loss Product, Simple Self Funding.

• **Follow us on TWITTER:** www.twitter.com/GWlandIHC . Greenwood International also has a company page on Linked In (www.linkedin.com), a popular business networking site. Are you "Linked In?"

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DID YOU HEAR?
GE has elected to put 100% of their employees—75,000 salaried employees and 8,000 retirees under the age of 65—into a Consumer Driven Health Plan.

ISSUE

04

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MONTHLY
NEWSLETTER
OF GWI AND
IHC

GW Insurance Services, Inc.
NEWSLETTER



this issue

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Happy New Year!

Help us serve you better in 2010

GreenWood International and Integrated Healthcare are in the process of updating their entire database---a fresh start for the New Year! We would like to expand the frequency of electronic communications, distribute commissions via online banking, and allow Producers to follow cases online in the near future.

In order to facilitate our goals of a fully paperless and electronic business model, we need your help!

Please submit updated contact information, especially a new website or an updated e-mail address, via:

Fax: 617.728.8268

E-mail:

hbruce@gwigroup.com

Phone: 617.502.3000.

GENERAL ELECTRIC MOVES TO 100% CDHP

General Electric (GE) has recently announced that they have adopted a company-wide Consumer Driven Healthcare Plan (CDHP). In late 2009, GE updated their employee healthcare benefit plan in efforts to make employees better health-care consumers. GE has elected to put 100% of their employees—75,000 salaried employees and 8,000 retirees under the age of 65---into a Consumer Driven Health Plan. The initiative coincides with GE's new "Healthymagination" strategy, a companywide proposal for healthcare innovation.

The CDHP plan could save GE as much as \$1 billion over the next decade, according to estimates of healthcare benefits professionals. The CDHP plan offers employees three tiers of deductibles and premiums, which gives options. According to GE spokesperson Sue Bishop, "It's not that different from their car insurance.

You get to choose the amount of your premium, and that determines the amount of your deductible."

About half of all companies offer a consumer directed health plan, according to Watson Wyatt Worldwide. CDHP's allow employees to pay lower health insurance premiums and places pretax dollars in a Health Savings Account (HSA) to fund higher deductibles. Most companies contribute to the employee's HSA in order to offset the higher deductible. Since funds in the HSA account are the employee's own money, it encourages employees to become active healthcare consumers, "shop around" for the best prices, and thus lowers costs for both the employer and employee.

Sources: Businessweek.com, CDHC Solutions Magazine



Wellness Firm Tests Incentives On Its Own Employees

By NU ONLINE NEWS SERVICE

American Specialty Health Inc. is trying a new approach to helping its workers improve their health.

ASH, San Diego, says the new ASH "value-based program design" will include a combination of:

--Health insurance premium incentives for employees who complete a personal health assessment.

--Additional premium incentives for nonsmoking employees who meet 2 of 3 health standards.

--Gift cards for employees who stay physically active.

--Reimbursements for employees who participate in tobacco cessation, weight management and healthy living coaching programs and buy diabetes or tobacco cessation drugs.

Employees can get a 5% discount on health insurance premiums simply for filling out the personal health assessments, and meeting 2 of the 3 health standards goals can cut another 5% off of premiums. The 3 goals are maintaining a body mass index of 20 to 29; maintaining a healthy blood pressure of 140/90 mmHg or lower, and maintaining total cholesterol of 200 mg/dL or lower.

To get the physical activity incentive, employees must record at least 500,000 steps per quarter or get a half hour of intensive exercise for at least 63 days per quarter. An employee who meets the activity goal can get a \$100 gift card each quarter.

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<http://www.lifeandhealthinsurance.com/news/2010/1/7/Pages/Wellness-Firm-Tests-Incentives-On-Its-Own-Employees.aspx>

DANIEL BOISVERT BECOMES PRESIDENT OF INTEGRATED HEALTHCARE, LLC

Mr. Boisvert Takes on Roles of President and CEO of the CDHC Company

BOSTON, MA – Daniel G. Boisvert recently assumed the title of President of Integrated Healthcare, LLC, a leading provider of Consumer Driven Healthcare headquartered in Boston, MA. Mr. Boisvert currently holds the position of Chief Executive Officer and will be expanding his responsibilities in the organization to include duties of President of Integrated Healthcare.

Dan Boisvert has the responsibility for the strategic planning, direction, and overall financial performance of both Greenwood International Insurance Services, Inc. and Integrated Healthcare, LLC. Greenwood International Insurance Services, Inc. (GWI), the sister company of Integrated Healthcare, LLC is a Managing General Underwriter also headquartered in Boston, MA with satellite offices in Newport Beach, CA, Austin, TX and Kansas City, KS.

Mr. Boisvert has been active in the global insurance and reinsurance markets since 1991. He began his career as a Medical Stop Loss and Personal Accident Underwriter with International Accident Facilities, Inc. (IAF) Mr. Boisvert was also IAF's Regional Vice President in Dallas in the early 1990's before returning to Boston to assume responsibilities for the Personal Accident Division. In 1996, Mr. Boisvert was appointed Executive Vice President of the Company and maintained that position until August of 2000, when Mr. Boisvert and Mr. Joseph Sullivan successfully completed a management buy-out of IAF and established Greenwood International Insurance Services, Inc in Boston, MA.

Integrated Healthcare, LLC delivers a revolutionary point-and-click Consumer Driven Healthcare Platform that merges health and wealth information, giving employees easy access with just one log-in. This platform strives to change employee behavior through financial incentives and informational tools including Health Savings Accounts, smoke-cessation programs, weight management programs, and health risk assessments.

Promoting the long-term health of employees in an effort to improve their quality of life and reduce their employers' healthcare costs is the goal of Integrated Healthcare, LLC. With this cost-effective, forward-thinking approach, Integrated Healthcare, LLC provides employers and employees an array of proven-effective products and services along with innovative online tools that allow them to effectively manage their health and associated costs.

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For more information about Integrated Healthcare, LLC please visit <http://www.integratedhci.com> or contact our office directly at 857-277-6700.



Cutting costs tops PWC list of top 10 healthcare issues for 2010

By Diana Manos, Senior Editor, Healthcare Finance News



NEW YORK – Squeezing every penny out of healthcare costs will top the healthcare industry's focus for 2010, according to PricewaterhouseCoopers.

PricewaterhouseCoopers' Health Research Institute publishes its list of top healthcare issues annually. According to researchers, the report includes trends affecting insurers, hospitals, physicians and other providers, pharmaceutical and life sciences companies, as well as the growing number of non-traditional market participants converging on the healthcare space.

According to PWC, the top 10 healthcare issues for 2010 are:

1. **Expect industry-wide, intense efforts to reduce healthcare costs** by hospitals, physicians, other providers, payers and employers.
2. If Congress passes healthcare reform legislation – as it hopes to do – expect major adjustments that would include insurance market and payment reforms, the addition of dozens of new agencies and grant programs, reimbursement and pricing pressures, increased oversight, tax changes and the overall implications of increased coverage and consumer demand.
3. Physicians and providers will be scrambling in 2010 to adopt healthcare IT to reap bonuses in 2011 under the American

Recovery and Reinvestment Act.

4. Expect greater emphasis on Medicare fraud and abuse recovery. The Obama administration has boosted its fraud and abuse budget for 2010 by 50 percent, and a significant portion is dedicated to prosecution and enforcement. An increase in enforcement for Medicare billing errors is also expected.
5. **The technology and telecommunications sectors will become leading players in healthcare.** With a huge boost from the 2009 stimulus package for broadband funding and healthcare IT expansion, technology and telecommunications companies are aggressively capturing a growing share of the healthcare business.
6. **Big pharma's role will grow.** The role of pharmaceutical and life sciences companies will evolve from manufacturer and supplier to full partner on the healthcare delivery team as its focus shifts from lab-based outcomes to promoting prevention and patient outcomes.
7. **Physician groups will join health systems.** The percent of hospitals employing physicians has nearly doubled since 1994, and PWC expects the trend will continue in 2010 as physicians seek greater

stability and electronic connectivity

8. **Alternative care delivery models will emerge** as traditional care delivery models will give way to alternative models of care outside of physicians' offices and hospitals. Expect to see an increase in the number and scope of services offered by work-site and retail health clinics and home health services as well as other technology-enabled delivery such as e-mail, telehealth and remote patient monitoring.
9. **H1N1 will elevate emphasis on readiness for public health outbreak.** Another wave of H1N1 flu in 2010 will put pressure on healthcare organizations, public health officials and employers to re-evaluate readiness for a major public health outbreak.
10. **Community health will become a new social responsibility.** In 2010, a new social responsibility for community health will emerge among employers, healthcare leaders and community leaders, with a major boost in funding from the government.

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<http://www.healthcarefinancenews.com/news/cutting-costs-tops-pwc-list-top-10-healthcare-issues-2010>

PRODUCER ADVISORY COUNCIL'S YEAR END RESULTS!

January 1, 2010 brought a lot of new business to GWI and some producers closer to qualifying for our first annual Producer Advisory Council. With just two more months left in the qualification period, producers are encouraged to get new business submitted immediately! Time is running out for a chance to enjoy two full days of fine dining, golf, activities, and the best of Boston in the spring—all as a "thank you" for your loyalty and continued business with GWI.

Producers who meet minimum qualifications are eligible to receive an invitation to the PAC event. GWI will cover lodging, meals and activities but participants are responsible for airfare and transportation. This event is business-related, thus spouses and guests are not included in the itinerary. Visit www.gwi.com for more information!

