
FEHB Program Carrier Letter

All Carriers

U.S. Office of Personnel Management
Office of Insurance Programs

Letter No. 1999-046

Date: September 8, 1999

Fee-for-service [40] Experience-rated HMO [39] Community-rated HMO [38]

SUBJECT: 2000 Plan Brochure Development, Production and Distribution

Enclosed is the information you need to complete your year 2000 plan brochure, including the instructions necessary to typeset, print, and distribute the final version. Please follow these instructions carefully.

Brochure text development. You submitted a text file of your proposed 2000 brochure via email with your May 31, 1999, benefits proposal. You and your contract specialist are developing the new brochure that will become Appendix A of the 2000 contract. You must use the language from Appendix A to produce your plan's printed 2000 FEHB brochure.

Once your brochure language is complete, your contract specialist will email you a copy. Please review this file carefully. Bring any errors or omissions to the immediate attention of your contract specialist.

Your contract specialist will insert a printed copy of the brochure text at Appendix A of your 2000 FEHB contract, and mail the contract and appendices to you. Current FEHB plans will receive two sets of contract amendments and appendices; new plans will receive two copies of the entire FEHB contract and appendices. You will have at least two weeks to arrange for signature by an authorized contracting official of your plan and return it to us. The OPM contracting officer for your plan will accept the contract and return one completely executed copy to you.

Printing your brochure. You must use the enclosed formatting instructions to typeset the final brochure language your contract specialist sends you. You may distribute the printed brochures after you send your contract specialist their copies.

Enclosure 1 contains sample brochure pages that show the font and type sizes used in the federal brochures. Do not rely on the samples for text accuracy; your text may differ. The samples are as follows:

1. Sample Covers, showing size and placement of Plan logo, ASpike & Scroll® graphic, NCQA, JCAHO, and/or URAC logo (if applicable), OPM logo and FEHB logo. There are two versions, one for plans with a single enrollment code and one for plans with multiple enrollment codes. We expect information common to all plans to be displayed uniformly on all FEHB brochure covers. Set the cover text in the type size indicated on the sample covers. Your contract specialist will send you the ASpike & Scroll®, the OPM and FEHB logos electronically.

2. Sample HMO page 2, showing format and type sizes for the Table of Contents.
3. Sample HMO pages showing format and type sizes applicable throughout the brochure.
2. Sample FFS page 2, showing format and type sizes for the Table of Contents.
3. Sample FFS pages showing format and type sizes that are applicable throughout the brochure.
4. Sample Summary of Benefits page, showing format and type sizes.
5. Sample Rate Page. Your contract specialist will send you specific rate information in the near future.

The year 2000 brochure is different from the 1999 version. Please adjust the page numbers in the table of contents, on the Summary page, and elsewhere in the text so that all page references are correct. Your attention to this detail will help to ensure the brochure's accuracy and usefulness to your Federal members. Please see Enclosure 2 for more information regarding brochure covers.

Brochure production, distribution and shipping. Enclosure 3 contains samples of FEHB Brochure Quantity Forms. Your contract specialist will send you a completed form in the near future. The total quantity indicated on the form is the number of FEHB brochures chargeable to the FEHB Program for 1999. Fee-for-Service carriers, who ship to installations nationwide, will soon receive a distribution list from your contract specialist. All other carriers will be contacted by local agencies to request brochures. Please remember that you must send a copy of your brochure to each current enrollee prior to the start of the Open Season, which this year begins November 8th. HMOs must include a provider directory in their mailing to enrollees.

If you are an HMO participating in the DoD/FEHBP Demonstration Project, the Brochure Quantity Form (Enclosure 3) your contract specialist sends you will include the amount of brochures for you to send to the DoD distribution center at the Iowa Foundation for Medical Care (IFMC). If you are a Fee-for-Service plan, the amount of brochures you send to the DoD/FEHBP Demonstration Project will be contained in the figure your contract specialist enters under Agency quantities on the Fee-for-Service Brochure Quantity Form (Enclosure 3).

Enclosure 4 contains the Printing, Distribution and Shipping Specifications for FEHB Brochures, which provide detailed information for quantities and shipping requirements. Enclosure 5 contains blank shipping labels for you to copy on pink paper for use in shipping brochures to local agencies and for shipment to National Computer Systems (NCS), OPM's annuitant distribution center in Iowa. Please note that NCS has a new Cedar Rapids, Iowa address; do not use old shipping labels.

Be sure to indicate on the labels the quantities being shipped. Your shipment to NCS and IFMC must be received no later than October 15, 1999. Shipments to nationwide distribution sites must also be made by October 15, 1999. Please remember that you cannot distribute your brochures before you send them to your contract specialist.

Your full compliance with our shipping instructions will help to assure that your brochures arrive at their destinations in excellent condition and are accepted by the agencies.

Creating Adobe Acrobat PDF files. You must also produce a Portable Data File (PDF) of the final 2000 brochure, including the cover and back cover with rates, for placement on our Web Site. It is your responsibility to review your PDF brochure file to make sure that the information is correct and that no information is missing. You should also test all working links (i.e., from the Table of Contents) to make sure that they work. Please read the section "Creating PDF Adobe Acrobat Files Using Acrobat Exchange 3.0" carefully before preparing your PDF file.

Email your PDF formatted file to anvicom@opm.gov. Please be sure to name the file using the brochure's RI number, explained below, so that we can readily identify the file as yours. Include the name and phone number of an individual our contractor may call if there are problems with the PDF file. Useable PDF files must be received by October 15, 1999. Files that are either unuseable or not received by that date will not be posted to the Web Site in time for Open Season. Format your 2000 PDF brochure in accordance with the instructions in this letter.

Enclosure 6 contains instructions for developing the PDF using Adobe Acrobat 3.0. Although Acrobat 4.0 is available, we are using Acrobat 3.0 as our standard to ensure compatibility with the maximum number of users. The enclosed instructions are for use by your technical staff. They detail what links and Weblinks may be used within your brochure PDF. The introduction also gives information on creating a PDF file using Adobe Acrobat Exchange 3.0. This is the simplest way to create a PDF file.

You may already have other software, such as Adobe Pagemaker 6.5, which has the capability to produce a PDF file that is compliant with the Adobe Acrobat 3.0 standard, or has an add-on or plug-in licensed by Adobe which can produce the PDF file. If you are using such a product, please be certain that it complies with the Adobe Acrobat 3.0 standard for PDF files.

Should your technical staff have questions about creating the PDF, they should contact Adobe customer service at 800/272-3623. If they have any questions about the enclosed PDF instructions, they may contact Mr. Gordon Dean, Insurance Planning and Evaluation Division, at 202/606-0745 or by email at jgdean@opm.gov.

We appreciate your support and cooperation in conducting a successful Open Season. Your contract specialist is available to help you if you have questions about brochure production or distribution.

Sincerely,

(Signed)
Frank D. Titus
Assistant Director
for Insurance Programs

Enclosures

1. Sample brochure pages
2. Brochure cover instructions
3. Brochure Quantity Forms
4. Printing, Distribution and Shipping Specifications for FEHB Brochures
5. Shipping Labels
6. Creating PDF Adobe Acrobat Files Using Acrobat Exchange 3.0
7. Sample Rate Page

ENCLOSURE 1
Sample Brochure Pages

These pages are not available electronically and will be sent separately with this Carrier Letter mailing.

At other times, contact Mike Hodges at 202/606-0745 for this enclosure.

Enclosure 2

Brochure covers

The following information supplements the enclosed sample covers, and provides you and your typesetter with additional guidance in setting your cover.

Your plan logo may not be larger than 3" x 2" or 2" x 1 1/2". Enter it as shown on the sample covers, in the upper left corner of the page, above the heavy horizontal line. You are not required to display a logo.

Center your Plan's name in bold type between the logo and the year. If the Plan's name is different from last year, center "Formerly _____" directly below the Plan name in 12 point type.

After "Serving:", insert a general description of your service area locations, in normal face (not bold). Include general names in this description, not a detailed service area description. For example, say "Northeastern Ohio," not each of the counties in the service area. If you have multiple service areas and codes, insert a general description of the area served by each code in normal face above "Enrollment code:"

Put your Plan's 3-character enrollment code (e.g., AA1, AA2; or 101, 102, 104, 105 for two option plans) in bold face under "Enrollment code." If you have more than one carrier code, be sure each code matches the area description above it.

We will email the OPM and FEHB logos, and the "Spike & Scroll" graphic that is used to tell members where to find the change page. The OPM logo must be printed at 1" in diameter and the FEHB logo must be 1" in length. The text next to the OPM logo must be 9 point Swiss type. Typeset "For changes in benefits see page XX." inside the Spike & Scroll graphic.

If your plan has full accreditation from the National Committee for Quality Assurance (NCQA), accreditation with commendation from the Joint Commission on Accreditation of Healthcare Organizations (JCAHO), and/or the American Accreditation Healthcare Commission (URAC), you may display their seals on your brochure cover as indicated on the sample covers. Obtain these seals from the respective accrediting organizations. If you have more than one enrollment code and not all service areas have been fully accredited, show the seal for each service area that is fully accredited, beside the entry for the service area, as shown on the sample cover. The indicated text that accompanies the seals is in 9 point normal face type.

In the lower right corner, below the FEHB logo, insert the Plan's brochure number in bold face with any leading zeros that may be necessary to conform to our 5-digit brochure numbering conventions (e. g., RI 73-056). Your contract specialist will provide this number if you are a new plan for 2000.

If you have been instructed to put a special notice on your cover, box the special notice and center the box above the OPM Web Site address.

If you have a Web site, display its address directly below the OPM Web Site address.

Enclosure 3

Brochure Quantity Form for Fee-for-Service Plans

Plan Name _____

The total quantity of brochures chargeable to the Federal Employees Health Benefits (FEHB) Program for your plan is shown below. This quantity was determined by using the formulas shown. Any quantities ordered over this amount will not be chargeable to administrative expenses under the FEHB Program.

Agency quantities (determined by OPM) _____

Plan enrollment as of March 31, 1999 _____

Number of organization members not
enrolled in Plan _____

Subtotal _____

10% of subtotal for Plan's stock
(Rounded to 100) _____

Total FEHB quantity order for Plan
brochure (Rounded to 100) Total _____

Mail _____ brochures to your OPM Contract Specialist.

Send to: Office of Personnel Management
 Office of Insurance Programs
 Attn: (put the name of your contract specialist)
 1900 E Street NW, Room 3424
 Washington, DC 20415-0001

Enclosure 3

Special Brochure Shipments for HMOs

The quantity of your Plan's brochures that are shipped to these special locations are chargeable to the FEHB Program for contract year 2000.

Plan Name: _____

Contract #: _____

Brochure Quantities:

- Mail _____ brochures to National Computer Systems Cedar Rapids distribution center.

Use attached shipping label and send to: National Computer Systems
Attn: HB Open Season
9200 Earhart Lane SW
Cedar Rapids, IA 52404

- Mail _____ brochures to your OPM Contract Specialist.

Send to: Office of Personnel Management
Office of Insurance Programs
Attn: (put the name of your contract specialist)
1900 E Street NW, Room 3424
Washington, DC 20415-0001

If your Plan is participating in the DoD/FEHBP Demonstration Project, mail _____ brochures to the Iowa Foundation for Medical Care West Des Moines distribution center.

Use the attached shipping label and send to: IFMC Information Systems
IFMC
6000 Westown Parkway
Suite 350E
West Des Moines, IA 50266-7771

Enclosure 3

Brochure Quantity Worksheet for HMOs

The calculations on this form will determine the quantity of the Plan's brochures that are chargeable to the FEHB Program for contract year 2000. Any quantity greater than the number on line 8 will not be chargeable to the FEHB contract.

Plan name:

Actual number of Federal enrollees (contracts) as of 3/31/99 from the OPM Head Count Report	(1)	_____
Estimated number of Federal employees and annuitants in current service area		_____
Enter 15% of this figure	(2)	_____
Estimated number of Federal employees and annuitants in an approved expansion area(s)		_____
Enter 15% of this figure	(3)	_____
4. Quantity for OPM's Office of Insurance Programs	(4)	_____ 25 _____
5. Quantity for OPM's use in the Iowa distribution center	(5)	_____
6. Quantity required for the DoD Demonstration Project	(6)	_____
7. Subtotal [Add lines (1) through (6)]	(7)	_____
Enter 10% of line (7), to be retained by the Plan for its administrative use	(8)	_____
Total quantity chargeable to the FEHB Program [add lines (7) and (8)]	(9)	_____

Note: If the total quantity is less than 1,500, increase the print order to 1,500 and charge that number to the FEHB Program.

Enclosure 4

Printing, Distribution and Shipping Specifications for FEHB Brochures

Printing

Size: 17" x 11" folded to 8 1/2" x 11"; fold may be glued or saddle stitched at manufacturer's option. Single leaves connected with a lip (i.e., binding stub) are not allowed.

Ink Color: Standard Black

Paper Color: White

Paper Type and Weight: Offset Book, sub 50; or Chemical Wood Writing, sub 20

Printing: Head to Head

Margins: 2" on all four (4) sides including inside gutter

Distribution

1. As soon as the brochures are printed, express mail the number of copies indicated on the Brochure Quantity Form that accompanies these instructions to your OPM contract representative at the Office of Personnel Management, Office of Insurance Programs, 1900 E Street NW, Room 3439, Washington, DC 20415-0001. These copies are needed for administrative purposes and should be sent at the earliest possible time.
2. Your second priority is the shipment of brochures to OPM's distribution center at National Computer Systems (NCS) in Cedar Rapids, Iowa for the annuitant Open Season. We have enclosed a shipping label for you to use when you ship your brochures.
3. If your Plan is participating in the DoD/FEHBP Demonstration Project, your third priority is the shipment of brochures to DoD's distribution center at the Iowa Foundation for Medical Care (IFMC) in West Des Moines, Iowa. For HMOs participating in the DoD/FEHBP Demonstration Project, the Brochure Quantity Form your contract specialist sends you will include the number of brochures for you to send to IFMC. For Fee-for-Service plans, the number of brochures you should ship to IFMC will be contained in the Agency quantities list your contract specialist will send you. We have enclosed a shipping label for you to use when you ship your brochures to West Des Moines.
 - \$ Please reproduce the shipping labels on pink paper so that boxes of brochures may be easily distinguished from other open season materials such as FEHB Guides.
 - \$ Do not include any supplemental literature in your shipments to Iowa. It will not be forwarded to annuitants who request your brochure.
 - \$ Although the maximum quantity per box when shipping to an agency is 250 brochures, you may send as many as 300 brochures in one box to NCS and IFMC.

HMOs: Your shipments to local agency distribution points **MUST** also reach their destinations by October 15, 1999. We enclose a blank label to use in shipping brochures to local agencies. Please copy this label on pink paper also so that the boxes of brochures may be easily identified.

FFS Plans: We will send you a copy of your distribution list soon. Enclosed is a blank shipping label. Please copy the label onto pink paper so that brochure shipments can be easily identified. You **MUST** ship all material to any point outside the continental United States, including Alaska and Hawaii, by priority air freight or air parcel post. These destinations are identified as Priority Code 1 on the distribution list and you must ship them first, along with your shipment to OPM. Brochures for the two Iowa distribution centers are Priority Code 2. Ship Priority Code 3 items last. **ALL** items should be shipped for receipt no later than October 15, 1999.

ENCLOSURE 5
Shipping Labels

These labels are not available electronically and will be sent separately with this Carrier Letter mailing.

At other times, contact Mike Hodges at 202/606-0745 for this enclosure.

ENCLOSURE 6

Creating PDF Adobe Acrobat Files Using Acrobat Exchange 3.0

This document is not available electronically and will be sent separately with this Carrier Letter mailing.

At other times, contact Mike Hodges at 202/606-0745 for this enclosure.

2000 Rate Information for Plan Name Here

Non-Postal rates apply to most non-Postal enrollees. If you are in a special enrollment category, refer to the FEHB Guide for that category or contact the agency that maintains your health benefits enrollment

Postal rates apply to most career U. S. Postal Service employees. In 2000, two categories of contribution rates, referred to as Category A rates and Category B rates, will apply for certain career employees. If you are a career employee, who is not a member of a special postal employment class, refer to the category definitions in, The Guide to Federal Employees Health Benefits Plans for United States Postal Service Employees, RI 70-2 to determine which rate applies to you.

Postal rates do not apply to non-career postal employees, postal retirees, certain special postal employment classes or associate members of any postal employee organization. Such persons not subject to postal rates must refer to the applicable Guide to Federal Employees Health Benefits Plans.

		<u>Non-Postal Premium</u>				<u>Postal Premium A</u>		<u>Postal Premium B</u>	
		<u>Biweekly</u>		<u>Monthly</u>		<u>Biweekly</u>		<u>Biweekly</u>	
Type of Enrollment	Code	Gov't Share	Your Share	Gov't Share	Your Share	USPS Share	Your Share	USPS Share	Your Share

Location Information

High Option Self Only	XXX	\$000.00	\$000.00	\$000.00	\$000.00	\$000.00	\$000.00	\$000.00	\$000.00
High Option Self and Family	XXX	\$000.00	\$000.00	\$000.00	\$000.00	\$000.00	\$000.00	\$000.00	\$000.00

