

SimplyBlue

SimplyBlue Overview

SimplyBlue Highlights

- Lower-cost open access HMO option for small groups that are balancing affordability challenges with offering competitive benefits to their employees.
- Focused on Silver and Bronze metal levels with predictable cost shares on highly utilized services.
- 19 ACA-compliant plans that cover all Essential Health Benefits.

SimplyBlue Features

- Available in 27 operational counties: Broward, Charlotte, Citrus, Clay, Collier, Duval, Escambia, Hernando, Hillborough, Lake, Lee, Marion, Martin, Miami-Dade, Nassau, Okaloosa, Orange, Osceola, Palm Beach, Pasco, Pinellas, Putnam, Santa Rosa, Sarasota, Seminole, St. Johns, and St. Lucie
- Robust PCP and specialist network with a broad facility network.
- PCP assignment is required at enrollment, but members can see other PCPs in their network.
- Referrals are NOT required, but we recommend that PCPs coordinate patient care.
- Prescription coverage under the ValueScript Rx medication guide and includes Condition Care Rx program for treatment of chronic conditions.
- Lower cost share or copay for prescriptions at one of preferred pharmacy networks participating pharmacies, like Walgreens, WinDixie, Publix and Walmart.

Network Comparison

Comparison based on 27 counties	SimplyBlue (Small Group)	BlueCare (Small Group)
Primary Care	6,365	9,778
Specialists	16,198	21,905
Hospitals	150	150
Pharmacies	Walgreens and most major brands (excluding CVS and CVS-owned pharmacies)	Walgreens and most major brands (excluding CVS and CVS-owned pharmacies)

Network counts as of Third Quarter 2019.

Price Difference

- When comparing plans that are similar in actuarial value, SimplyBlue will cost about 14% less.
- The lower costs are driven by a high performing PCP/specialist network and pharmacy design.

Quoting

Lead Product
First Option for Packaging
Second Option for Packaging

Group is looking for:	Quote SimplyBlue	Quote BlueCare	Quote BlueOptions
Lowest-cost offering attractive to low-income hourly employees and can be used to set group contribution	Lead with: Silver or Bronze		
Lower-cost offering attractive to lower- and higher-wage employees looking for predictability on highly utilized services	Lead with: Silver or Bronze	Add: Gold or Platinum	Add: BlueOptions for groups interested in largest network, out-of-network coverage or if the group has employees residing out-of-state
Comprehensive coverage with predictability and broad network	Add: Rich Silver 20852 or 20853	Add: Gold or Platinum as a lower-cost option for lower-wage employees not concerned with out-of-network coverage	Lead with: Gold or Platinum for groups needing out-of-network coverage and group has employees residing out-of-state

