

# Key Dates – Individual product changes (AS OF 5/10)

## June 7, 2010

- New business rates implemented on Custom Care II Enhanced and the reduction in the Preferred Health Discount in approved states (AL,<sup>1</sup> DC,<sup>1</sup> DE, GA,<sup>1</sup> ID, IL,<sup>1</sup> IA,<sup>1</sup> KY,<sup>1</sup> LA,<sup>1</sup> ME,<sup>1</sup> MI, MS, MT, NE,<sup>1</sup> OK,<sup>1</sup> SD,<sup>1</sup> UT,<sup>1</sup> WV,<sup>1</sup> and WY)
- New business rates implemented on Corporate Solutions in approved states (AL,<sup>1</sup> DC,<sup>1</sup> DE, GA, ID, IL,<sup>1</sup> IA,<sup>1</sup> KY,<sup>1</sup> LA, ME, MI, MS,<sup>1</sup> MT, OK, NE,<sup>1</sup> SD, UT,<sup>1</sup> WV, and WY)
- Lifetime Benefit Period removed from Custom Care II Enhanced<sup>2</sup> in all states
  - Revised Custom Care II Enhanced<sup>2</sup> applications available in all states
- Leading Edge withdrawn from all states (except FL, TN, and for Corporate Solutions)
- In California, sales of all individual products suspended until new pricing is approved
- In Florida, Custom Care withdrawn until Custom Care II Enhanced is approved
- In Puerto Rico, Essential Care withdrawn until new pricing is approved

### ADMINISTRATIVE PROCESS FOR JUNE 7, 2010

- Application sign deadline: 6/6/10 or prior
- Application receive deadline: 6/21/10

## June 21, 2010

- In New York, NY Partnership product temporarily suspended
  - Application sign deadline: 6/20/10 or prior
  - Application receive deadline: 7/6/10

## July 1, 2010

- New claims guidelines on Independent Care Providers take effect on new policies sold
  - No impact to applications or marketing materials

## August 2, 2010

- Compensation on Substandard policies to be paid based on Standard premiums
  - No impact to applications or marketing materials
  - Application sign deadline: 8/1/10 or prior
  - Application receive deadline: 9/1/10

## To be announced

- Next round of states for Custom Care II Enhanced and Corporate Solutions new business rates (and reduction in Preferred Health Discount)
  - New marketing materials will be required

1. New product and training materials required.
2. Custom Care II in Tennessee.

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