

August 15, 2014

Addressee Name
Addressee Addr1, Addressee Addr2
Addressee Addr3
City, ST XXXXX-XXXX

Dear Addressee Name:

Producer registration is now open on the Federally Facilitated Marketplace (FFM). This letter outlines new steps you need to take if you're selling Premera Blue Cross Blue Shield of Alaska Individual and Small Group health plans on the FFM this fall and beyond.

The Centers for Medicare & Medicaid Services (CMS) requires you to have a current producer license, pass the agent and broker course for FFM certification, and provide copies of your curriculum certificate to us. It's important you take these steps to make sure you receive commission from Premera for your exchange clients.

WHAT TO SEND

Email or fax copies of the following documents to Premera:

- A copy of your curriculum certificate from the FFM course (this is not the same thing as your course certificate)
- A copy of your current producer license

HOW TO SEND

You can scan and email these documents to ProducerRelations@Premera.com. You can also fax us at 425-918-5539.

WHEN TO SEND

Submit copies of the curriculum certificate and your producer license as soon as you've completed the course. We ask that you send us these copies by October 15, 2014.

The web link below provides you with more information about doing business on the FFM:

<http://www.cms.gov/cciiio/programs-and-initiatives/health-insurance-marketplaces/a-b-resources.html>

If you have additional questions, contact Individual Producer Support at 877-205-9725, Option 3. We appreciate your partnership in guiding consumers through the new healthcare landscape.

Sincerely,



John Mychalishyn
Director, Individual Market Segment