

How to Understand the **FirstChoice** PLATINUM Plan!

There is no shortage of **Guaranteed Issue** health insurance plans to pick from today, in fact, as of 10/1/10, there were over a dozen from which to choose. Sadly, many of them look very similar, and only one stands out from the pack; **CUL FirstChoice!** Over the next couple of pages, we'll discuss the unusual benefits and features that separate **FirstChoice** from the rest!

Right up front, it is important to realize that unlike the vast majority of the competition, **FirstChoice** is a **GUARANTEED RENEWABLE POLICY**, not a certificate from some group master policy that can be discontinued at virtually any time. Many folks are discovering the difference the hard way, as several 'cert' based plans have disappeared this year alone. **FirstChoice is the ONLY Guaranteed Renewable GI plan!**

Another key issue, for some a negative, is the fact that in order to apply for and be issued a **FirstChoice** plan, the **Primary Insured must be gainfully employed 30+ hours average per week.** This will exclude some folks from consideration, but allows us to provide an incredible level of protection to those who work for much less premium than would otherwise be required. We feel this to be an acceptable tradeoff, which lets us provide much more in benefits than we would otherwise be able to.

A major key to the benefit design of **PLATINUM** is the "room benefit by committee." No less than **three separate benefits combine in the first period of hospital confinement** of any plan year. The first, the **DAILY ROOM BENEFIT**, is just that, an amount paid for each and every day of hospital confinement, up to 365 days per year! With PLATINUM, it's \$500 each day, up to 365 days/year!

The second of these is paid out on the very first day of confinement in a calendar year, and is known as the **INDEMNITY** benefit. In the case of PLATINUM, this 'lump sum' benefit is \$1,000, and is paid for the first full day of hospital confinement.

The third component is called the **FIRST HOSPITAL CONFINEMENT**, as that is just what it does. It pays \$10,000 out over the first 6 days, in addition to the DRB and the INDEMNITY benefit. Here is how these three benefits would look for a 6 day hospital stay:

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6+
Daily Room Benefit	\$500	\$500	\$500	\$500	\$500	\$500
Indemnity Benefit	\$1,000	X	X	X	X	X
First Hospital Confinement	\$1,000	\$1,000	\$2,000	\$2,000	\$2,000	\$2,000
TOTAL	\$2,500	\$1,500	\$2,500	\$2,500	\$2,500	\$2,500

So, the three **FirstChoice** benefits for the room alone would total \$14,000 for a 6 day confinement.

Many confinements will require some period within an **INTENSIVE CARE UNIT (ICU)**. PLATINUM provides an additional \$2,000 per day in ICU for up to 20 days per period of confinement.

If the reason for the confinement is the result of an **accident or injury**, **PLATINUM** provides an addition \$200 per day.

Many GI plans pay for **Surgery** according to the Resource Based Relative Value Scale, also known as the "Medicare Discount Rate." About half use Surgical Schedules, usually a \$10,000 schedule like PLATINUM. Since the RBRVS rate is usually applied to the Primary Insured only (not including the OR, Suture Kits, etc.) the Surgical Schedules often provide more benefits than RBRVS. However, many limit the plan to one or two surgical procedures per year. Not **PLATINUM!** With all **FirstChoice** plans, including PLATINUM, **the surgical benefit may be used an unlimited number of times, inpatient or outpatient!**

Anesthesia is covered at 25% of the amount paid for Surgery under the PLATINUM plan, the highest percentage in the industry. Since we pay more for surgery, we pay more for anesthesia as well.

PLATINUM plan is the only GI plan in the industry known to us that contains a benefit for **Private Duty Nursing**. This \$250/day benefit is even stronger than many Major Med plans!

The **PLATINUM** plan provides the primary insured with a \$30,000 **Accidental Death & Dismemberment** benefit.

ACCIDENTS are covered under PLATINUM plan in THREE different ways. The first is the **Emergency Accident** benefit that pays \$200 for any accident. The second is a schedule of **Specified Injury** benefits that pay up to \$1,800 for an accident or injury. Thirdly, many accidents have an SIC code that triggers a benefit under our **Surgical Schedule**.

The **PLATINUM** plan features an **OP Sickness Benefit** (Doctor's Office) benefit of \$100 each, up to 4 visits per insured category. (*Primary Insured gets 4, Spouse gets 4, all children insured under the plan share 4.*) In the event that the insured must be seen at the Emergency Room, this \$100 each benefit is increased to \$150.00!

NOTE: We recommend to all applicants that are not already covered by a PPO repricing program to sign up for one. We have a variety to offer as optional benefits **separate from** and **in addition to** the **PLATINUM** plan benefits.