



1277 Deming Way | Madison, Wisconsin 53717

September 2011

Dear Dean Health Plan Member,

Thank you for continuing to be a part of our health care system and for choosing us to be your health care partner. We understand that health care and insurance can often be complicated and challenging to manage, so we are committed to working together—physicians, hospitals and insurance—to make your experience better. Highlighted below are some of the key initiatives we are undertaking to deliver a more satisfying experience for you in 2012.

Customer Service Focus

In addition to our excellent telephonic Customer Care Center and comprehensive website, we now have an on-site Customer Care Specialist at two Dean Clinic sites in Madison (one at Dean Clinic - East and one at Dean Clinic - West) to answer questions about your health care benefits. A Customer Care Specialist is available at the clinics Monday through Thursday from 7:30 a.m. to 5 p.m. and Friday from 8 a.m. to 4:30 p.m. We are excited about the new in-clinic customer care sites and plan to expand into more clinics throughout 2012. And, as always, a Customer Care Specialist is available during the same hours by phone at (800) 279-1301. You can also send a secure message to the Customer Care Center any time of day via deancare.com/contact-us.

New, Expanded Health Care in Janesville

SSM Health Care of Wisconsin, the parent company of St. Mary's Hospital in Madison, and Dean Clinic are excited about the new community hospital and clinic in Janesville, scheduled to open January 9, 2012. St. Mary's Janesville Hospital, a 50-bed hospital totaling approximately 163,000 square feet, and Dean Clinic - Janesville will allow easy access for patients coming from Janesville and the surrounding communities. The site incorporates space for future growth of both the hospital and the clinic. Please note that if you are currently using Dean Clinic - Riverview or Dean Clinic - Northview in Janesville, your physician and care will move over to the new Dean Clinic - Janesville after it opens in January. You will receive additional communications with the specific details of the transition later this fall from the clinic and insurance offices.

Stay Up-to-Date on Provider Information

We strongly recommend that you review the enclosed Comprehensive Provider Update which is also located online at deancare.com/wi-employees as it lists providers who are no longer within the Dean Health Plan network. Please note that providers who have left the network in 2011 will not be available to you in 2012. It is also important to note that referrals are not needed when receiving care from in-network providers. Prior authorizations are required for certain services and for care from all out-of-network providers. Services received from an out-of-network provider without prior authorization may be denied and would be your responsibility. If you have questions about referrals, please contact the Customer Care Center.

We encourage you to review the enclosed materials, as well as the 2012 *It's Your Choice Decision Guide*. Please keep these materials throughout the year for your reference. As always, thank you for making Dean Health Plan your health care partner.

Sincerely,

Penny Bound
Dean Health Plan Senior Account Manager

Dean Health Plan does not discriminate on the basis of disability in the provision of programs, services or activities. If you need this printed material interpreted or in an alternative format, or need assistance in using any of our services, please contact our Customer Care Center at (800) 279-1301.