



STATE OF MAINE
DIRIGO HEALTH AGENCY
 211 WATER STREET, 53 STATE HOUSE STATION
 AUGUSTA, MAINE 04333-0053

JOHN ELIAS BALDACCI
 GOVERNOR

KARYNLEE HARRINGTON
 EXECUTIVE DIRECTOR

TO: Joint Standing Committee on Health and Human Services

FROM: Karynlee Harrington, Dirigo Health Agency

CC: Trish Riley, Director of Governor's Office of Health Policy and Finance
 Dr. Robert McAfee, Chair of the Dirigo Health Agency Board of Directors

DATE: February 19, 2007

RE: Follow up to questions sent from Jane Orbeton

Please find below the Agency's response to the questions that were raised by members of the Joint Standing Committee on Health and Human Services:

1. All funds spent for advertising or marketing for Dirigo Choice by the Agency and by Anthem BCBS, separated by the month, by calendar year or state fiscal year, and the time periods in which the ads ran.

Response: The following is a breakdown of the Agency's marketing expenses (defined by Jane as expenses associated with radio, TV or print information about Dirigo Health or Dirigo Choice insurance for the program as well as the timing of the media blitz by state fiscal year.

SFY	Expense	Time period ads ran
SFY05	\$283,013	TV- 11/8/04-12/05/04
SFY06	\$341,071	TV - 8/05-11/05 Radio-8/05-11/05 Print-9/16/05-12/12/05
SFY07	\$246,912	TV-8/28-10/15/06

Attached is a breakdown that was provided by Anthem BCBS of Maine:



DirigoChoice
 Advertising 2004 - 20

2. The dates on which employers have signed up for coverage and the begin dates for their coverage?



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Response: The enrollment process for small groups typically takes sixty days from the time the employer completes the initial Anthem BCBS enrollment application to the effective date of coverage. A coverage effective date (also referred to as the group's anniversary date) is generally the first of the month. The length of the contract is twelve months beginning on the Groups effective date of coverage, for example January 1, 2007 is the group's effective date of coverage (or anniversary date) and the contract expires December 31, 2007. In this example January 1, 2008 is the groups' renewal date.

Below is the number of new small employers enrolled in DirigoChoice by anniversary date for calendar year 2006:

Anniversary Date-CY2006	Number of New Small Groups
January 1	32
February 1	20
March 1	19
April 1	14
May 1	09
June 1	13
July 1	13
August 1	11
September 1	18
October 1	13
November 1	12
December 1	22

Please do not hesitate to contact me with additional questions.