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**December 2009 – January 2010**

**Beyond the Fundamentals of Health Insurance. Because Learning Never Stops.**

**Health Insurance Advanced Studies, Part A-- Launching January 2010**

You understand the health insurance industry. You also understand how important it is to advance your knowledge and stay ahead of the trends and changes. But, with the day-to-day challenges of your career, are you finding all the information in a single resource?

The new course Health Insurance Advanced Studies, Part A from the Center gives busy professionals like you an upper hand. In this online course that leads to the Professional, Health Insurance Advanced Studies (PHIAS) designation, you'll be able to quickly advance your knowledge of key health insurance topics

The course takes a detailed look at: Health Care Reform, Health Insurance Plan Structures and Alternatives, Prescription Drug and Pharmacy Benefit News, Medicare and Part D, Medigap, Medicaid, Tax Treatment of Medical Expenses, Tax Treatment of High-Benefit Plans, Consumer Driven Plans and HSAs Planning Tools, including Fraud Detection, Disability Income, Long-Term Care, and Dental.

**Continue Learning Today.**

For more information on the Center's courses and designations, visit [www.AHIPInsuranceEducation.org](http://www.AHIPInsuranceEducation.org) for details

**We can't buy your staff more time, but we can help them make the most of it**

*Your staff can earn the Professional, Health Insurance Advanced Studies (PHIAS) designation in just one day Institute 2010.*

Your staff understands that keeping up with industry trends and changes is critical to their career and your organization's success. But, do they face an uphill battle some days when trying to find the time to stay on top of the most recent information?





For assistance  
you may call  
800.509.4422  
or **e-mail** us.

While we can't give them more hours in the day to stay on top of the latest in health insurance, we can help them earn the AHIP Center for Insurance Education and Professional Development's *Professional, Health Insurance Advanced Studies (PHIAS)* designation in just a day. Offered through a workshop at AHIP's Institute 2010, the designation course work takes a detailed look at topics including reform: health insurance plan structures and alternatives; prescription drug and pharmacy benefit news; Medicare and Part D; Medigap; Medicaid; tax treatment of medical expenses; Consumer Driven Plans and HSAs; planning tools, including fraud detection; and Long-Term Care.

Your staff can then continue their week at Institute 2010 where they'll learn from health care, political, and business leaders during keynote, concurrent, and breakfast sessions, networking events and a 200+ company Exhibit Hall.

Students who register by January 31, 2010 can register for the Institute 2010 at 2009 prices, plus take an additional \$100 off. Special hotel registration rates apply also. Visit [www.ahip.org/conferences/Institute2010](http://www.ahip.org/conferences/Institute2010) for details.

**We want to hear from you. Share your thoughts about the Center.**

As an Education Correspondent for the Center, we're interested in your opinion and hope you will take a few minutes to fill out a quick survey. As we strive to provide you and your students with the highest value for the money, including providing the strongest and the most diverse educational programming, we're hoping you'll share what you think we do well and areas you think we can improve. Please [click](#) here for the survey. We appreciate your time and thank you for completing the survey before it closes on December 31, 2009.

**Special Offer for [Institute 2010](#), Including Hotel  
To qualify, you must register by January 31, 2010\***

As you plan for 2010, including your conference and travel budgets, like a lot of organizations yours could be facing economic challenges. To help, AHIP is offering several incentives that could save hundreds of dollars when you or your staff attend [Institute 2010](#).

- First, register now for Institute 2010 at Institute 2009 prices—plus an additional \$100 off when you register by January 31, 2010.\*
- Second, book your hotel room for \$139\*\* a night plus taxes during Institute 2010—a savings of nearly \$70 a night off the regular contracted rate for Institute attendees. Just book your hotel room by January 31, 2010, and say that you're an Institute attendee.

Be sure to take advantage of both offers by January 31, 2010. Visit the [Institute 2010](#) website for further details.

*\*This offer is available for AHIP member and nonmember registrations only. Government, sponsor, and one-day registrations are excluded.*

*\*\*Please visit the [Institute 2010 website](#) for additional hotel offer*

details.

### **Big Year-End Book Sale for Small Year-End Budgets**

As the year and budgets wind down, the [Center](#) can help you stretch your dollars and your mind with its year-end book sale. Order now and save 20% off more than a dozen selected publications. Hurry...This offer ends December 31, 2009. (\*Discount does not apply to taxes or shipping/handling costs.) [Click here](#) for details.

### **Last Call for Winter Session; Spring Semester Opens January 11**

Please remind students that there's still time to register for courses during the winter session—February 26 is the cutoff date for enrollment and testing. While course enrollment is open for any semester at any time, exams for a given semester need to be completed by 11:00 pm ET on the last day of that semester. January 11 is the opening date for the spring semester 2010. For quick checks, keep a copy of the [Center's Educational Program Catalog](#) handy or check the Center's website at [www.AHIPInsuranceEducation.org](http://www.AHIPInsuranceEducation.org).

### **Medicare Advantage/Part D Training Now Underway**

If you or members of your team are involved in the marketing or sales of Medicare products, make sure you have a full understanding of CMS' rules and requirements for Medicare marketing as of July 2009. Our online training program, [Marketing Medicare Advantage and Part D Prescription Drug Plans: Understanding Medicare Basics, Plan Options, and Marketing and Enrollment Requirements](#), which started November 15, covers the rules for the individual Medicare market. After completing the course, brokers, agents, and health insurance plan marketing staff can earn a certificate they can provide to all Medicare Advantage and Part D plan sponsors with which they contract. [Click here](#) for More Details.

### **Health Insurance E-volved...The Latest Additions to Online Learning**

Today's students appreciate quick, convenient, and flexible ways to learn. That's why the Center continues to expand online learning options. In addition to its two core courses—[Fundamentals of Health Insurance, Part A \(Basics of Health Insurance\)](#) and [Fundamentals of Health Insurance, Part B \(Basics of Company Operations\)](#)—updated courses on [Supplemental Health Insurance](#) and more recently [Customer Service: Strategies for the Health Care Environment](#) are now offered online. Coming soon: Disability courses (Primer, Advanced Issues, and Group and Worksite Issues). For further exploration, visit the [Learning Options](#) section on our website.

### **Is Your Organization Ready for the HIPAA / ICD-10 Changes?**

Get your staff prepared now for a major shift in HIPAA standards by signing up for our Virtual Seminar Series: HIPAA / ICD-10 Changes. Developed by AHIP and Deloitte Consulting LLP, this nine-part series will address key components of the HIPAA and ICD-10 regulatory changes mandated by the Department of Health and Human Services. Topics include Version 5010 for health care transactions (including NCPDP D.0 for pharmacy transactions) and the adoption of the ICD-10

diagnoses and inpatient hospital procedure codes. You can pick the number and combination of sessions that best fit your needs. [Learn More](#).

### **Professional Development Training—An Important Investment**

Navigating in a changing health care landscape makes fostering employee development a real imperative for ensuring the long-term success of your organization. The [AHIP Foundation's](#) 2010-2011 Executive Leadership Program (ELP), Executive Leadership Program for Medical Directors (ELP-MD), and the Minority Management Development (MMD) Program help you mentor and motivate strong performers. Each program delivers future rewards in the growth and retention of key employees, as well as short-term benefits—the new knowledge and skills fellows apply immediately in everyday responsibilities. Applications are due March 15, 2010. Visit the [website](#) for more information.

### **Industry Contacts at Your Fingertips**

Quickly find the health insurance companies and people you want to talk to along with the contact information you need. The AHIP Store stocks leading industry directories: *AIS's Directory of Health Plans 2009*, *The National Managed Care Leadership 2009 Directory*, *HCBD-IndustryAdvisoryWire News Distribution Service*, and *Who's Who in Managed Health Care Directory—2009*. Visit the [AHIP Store](#) today and choose the directory that's the right resource for your business.

### **Stay Informed: Health Care Reform Blog and Twitter**

The Campaign for an American Solution is following all the latest developments on health care reform and sharing it with you through our blog and Twitter feed. The companies post the latest information from Capitol Hill, the White House, the stakeholder community, think tanks, and the news media. Visit the [blog](#) or follow us on [Twitter](#).

### **AHIP HI-WIRE Connection: Are You Getting It?**

*AHIP HI-WIRE Connection* brings the health insurance news you need directly to your inbox. Tens of thousands of health care industry professionals are already receiving this newsletter, which features breaking industry news on topics such as Medicare, Medicaid, Clinical Affairs, Dental, Long-Term Care, Health Policy, and more. [Sign up](#) today to receive this e-newsletter daily or weekly, and keep up with the latest industry news.

### **Does Your Company Host Education Fairs?**

Many companies have "Education Fairs" to publicize their training or education programs. If your company is hosting a fair, we would be happy to send promotional materials and perhaps even send a member of the Center's staff to attend. Please call 800.509.4422 or e-mail [support@AHIPInsuranceEducation.org](mailto:support@AHIPInsuranceEducation.org) for details.

### **Join Your Colleagues on the Center's EC Council**

Get involved and contribute to training and development initiatives by joining the Center's EC Council. This advisory panel participates in two conference calls a year and provides invaluable guidance on the

direction of the Center's educational programming. To sign up, please e-mail [support@AHIPInsuranceEducation.org](mailto:support@AHIPInsuranceEducation.org).

### **Expand Your Company's Recruitment Efforts**

Post your job openings on [AHIP Career Source](#), the online site for health insurance professionals. While the mega-employment sites bring together unrelated industries—promising everything to everyone—we stay focused on health insurance and healthcare. Put your message in front of the job seekers you desire where it will be seen by the industry's top people. Please click here for more information.

### **Calendar of Events**

Click on the links below for information on upcoming AHIP conferences and other events. Also included are dates to note on your education calendar.

#### **JANUARY**

**Jan 11, 2010 FIRST DAY FOR SPRING 2010 SEMESTER.  
Enrollment and testing begin.**

**January 12, 2010**

**Are You Ready for the HIPAA and ICD-10 Changes?  
We'll Help You Get There**

**Course A103: Improving Care Management: Opportunities to  
Reduce Medical Costs with ICD-10**

2:00 pm – 3:30 pm ET

[Virtual Seminar Website](#)

[Registration Form](#) (pdf)

#### **FEBRUARY**

**February 9, 2010**

**Are You Ready for the HIPAA and ICD-10 Changes?  
We'll Help You Get There**

**Course A104: Enabling Strategic Pricing through ICD-10  
Implementation**

2:00 pm – 3:30 pm ET

[Virtual Seminar Website](#)

[Registration Form](#) (pdf)

**February 26, 2010**

**LAST DAY FOR WINTER 2009/2010 SESSION:  
Enrollment and testing end.**

#### **MARCH**

**March 2, 2010**

**Are You Ready for the HIPAA and ICD-10 Changes?  
We'll Help You Get There**

**Course A105: Understanding the Impact of ICD-10 to Fraud and  
Abuse Programs**

2:00 pm – 3:30 pm ET  
[Virtual Seminar Website](#)  
[Registration Form](#) (pdf)

**March 9-10, 2010**  
**2010 National Policy Forum**  
Washington, D.C.  
[Conference Website](#)  
[Register Online](#)

**March 30, 2010**  
**Are You Ready for the HIPAA and ICD-10 Changes?**  
**We'll Help You Get There**  
**Course A106: Understanding the Provider Perspective:**  
**Roundtable Discussion on ICD-10 Readiness**  
2:00 pm – 3:30 pm ET  
[Virtual Seminar Website](#)  
[Registration Form](#) (pdf)

**MAY**  
**May 10, 2010**  
**FIRST DAY FOR SUMMER 2010 SESSION.**  
Enrollment and testing begin.

**May 14, 2010**  
**LAST DAY FOR SPRING 2010 SEMESTER.**  
Enrollment and testing end.

**JUNE**  
**Institute 2010**  
**June 9-11, 2010**  
**Las Vegas, Nevada**  
[Conference Website](#)  
[Sponsor and Exhibitor Prospectus](#)

**AUGUST**  
**August 27, 2010**  
**LAST DAY FOR SUMMER 2010 SESSION.**  
Enrollment and testing end.

**SEPTEMBER**  
**Medicare and Medicaid Conferences**  
**September 12-16, 2010**  
**Medicare – September 12-14, 2010**  
**Medicaid – September 15-16, 2010**  
Washington, D.C.

**Program Resources and Downloadable Forms**  
You can download these references and forms from the Center's website.  
[Fall/Winter Educational Program Catalog](#)

[Educational Resource Guide](#)  
[Transcript Request Form](#)  
[Request for Certificate of Completion](#)  
[Student Enrollment Instructions](#)

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America's Health Insurance Plans  
601 Pennsylvania Avenue, NW  
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