

NEW JERSEY SMALL EMPLOYER HEALTH BENEFITS PROGRAM

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SEH ADVISORY BULLETIN NUMBER 95-02

TO: MEMBERS OF THE SEH PROGRAM
& OTHER INTERESTED PARTIES
FROM: SEH PROGRAM BOARD
RE: BUYERS' GUIDE DISTRIBUTION
DATE: MARCH 2, 1995

The Small Employer Health Benefits Program ("SEH") Board has recently published its SEH Buyers' Guide which is designed to assist small employers in the purchase of health benefits plans. The 18-page Buyers' Guide discusses the reform of the small employer health benefits market, and describes the standardized benefits plans designed by the SEH Board. Pursuant to N.J.A.C. 11:21-17.4, carriers are required to indicate in their promotional and marketing material that the Guide is available, and must provide or mail a copy to small employers within three business days of a request, either directly or through its licensed agents or brokers.

The Board has decided to provide carriers with a limited quantity of the Buyers' Guide free of charge. **Carriers** may receive up to 125 percent of the carrier's inforce small group policies in New Jersey, including both standard and nonstandard plans, as reported on its annual enrollment report required by N.J.A.C. 11:21-7.13(a)2. Carriers should write to the Board at the address or facsimile number above to request copies of the Buyers' Guide. Carriers new to the New Jersey market may obtain up to 1000 copies free of charge. **Brokers** should receive their copies from the carriers that they represent.

Associations may receive copies of the Buyers' Guide free of charge, limited in quantity to the number of members which the association certifies that it has. Association requests should be sent in writing to the Board.

Any person may call (800)263-5912 to receive up to five copies of the SEH Buyers' Guide free of charge. Obviously, multiple requests made to the 800 number from the same party will not be honored.

Copies in excess of the number provided free of charge by the Board may be obtained, at cost to the carrier, association, or other requesting entity or person, by contacting Carol Hill at Trenton Printing at (609)695-6485.