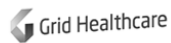
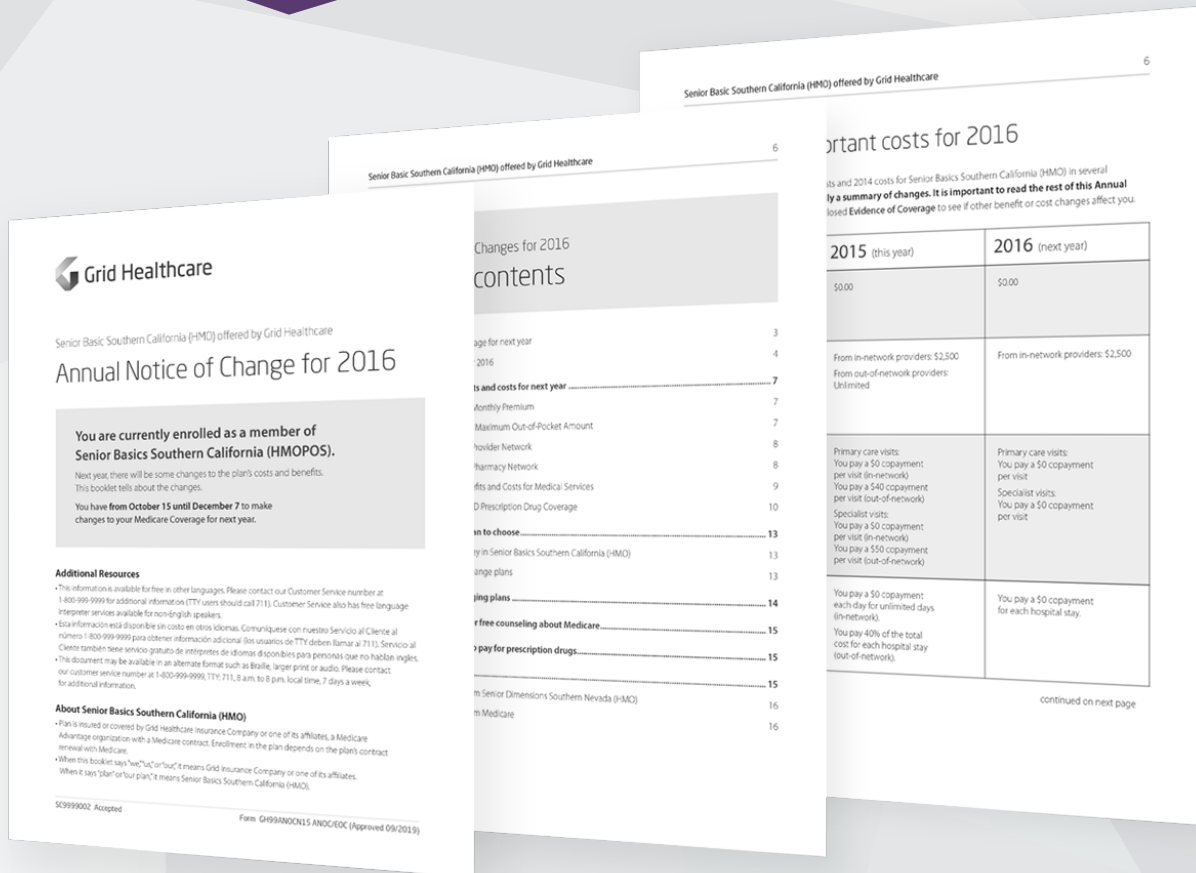


Messagepoint® — A SaaS solution to automate Medicare materials



Senior Basic Southern California (HMO) offered by Grid Healthcare
Annual Notice of Change for 2016

You are currently enrolled as a member of Senior Basics Southern California (HMOPOS).

Next year, there will be some changes to the plan's costs and benefits. This booklet tells about the changes.

You have from October 15 until December 7 to make changes to your Medicare Coverage for next year.

Additional Resources

- The information is available for free in other languages. Please contact our Customer Service number at 1-800-999-9999 for additional information (TTY users should call 711). Customer Service also has free language interpreter services available for non-English speakers.
- Esta información está disponible de costo en otros idiomas. Comuníquese con nuestro Servicio al Cliente al número 1-800-999-9999 para obtener información adicional. Los usuarios de TTY deben llamar al 711. Servicio al Cliente también tiene servicio gratuito de intérpretes de idiomas disponibles para personas que no hablan inglés.
- This document may be available in an alternate format such as Braille, larger print or audio. Please contact our customer service number at 1-800-999-9999, TTY: 711, 9 a.m. to 8 p.m. local time, 7 days a week, for additional information.

About Senior Basics Southern California (HMO)

- Plan is insured or covered by Grid Healthcare Insurance Company or one of its affiliates, a Medicare Advantage organization with a Medicare contract. Enrollment in the plan depends on the plan's contract renewal with Medicare.
- When this booklet says "we," "us," or "our," it means Grid Insurance Company or one of its affiliates. When it says "plan" or "our plan," it means Senior Basics Southern California (HMO).

SC9999002 Accepted

Form: GHS3ANNOCL5 ANOC/EOC (Approved 09/2015)

Changes for 2016 contents

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Important costs for 2016

Below are the 2014 and 2015 costs for Senior Basics Southern California (HMO) in several categories. This is a summary of changes. It is important to read the rest of this Annual Notice of Change to see if other benefit or cost changes affect you.

| 2015 (this year) | 2016 (next year) |
|--|--|
| \$0.00 | \$0.00 |
| From in-network providers: \$2,500 From out-of-network providers: Unlimited | From in-network providers: \$2,500 |
| Primary care visits: You pay a \$0 copayment per visit (in-network) You pay a \$40 copayment per visit (out-of-network) Specialist visits: You pay a \$0 copayment per visit (in-network) You pay a \$50 copayment per visit (out-of-network) | Primary care visits: You pay a \$0 copayment per visit Specialist visits: You pay a \$0 copayment per visit |
| You pay a \$0 copayment each day for unlimited days (in-network). You pay 40% of the total cost for each hospital stay (out-of-network). | You pay a \$0 copayment for each hospital stay. |

continued on next page

Reduce cost, time-to-market, errors, and risk of financial penalty.

Challenges MAO's cite relative to the ANOC/EOC annual update process:

- Updates are manual and require making the same change many times across plan versions.
- Comparing the annual bid with data in plan materials is manual and prone to error.
- Version change management is complex and uncoordinated.
- The business is highly reliant on technical resources, vendors, and their schedules.
- Moving from one print vendor to another requires a complete rebuild of plan documents in the vendors software which is costly and time consuming.

Why Messagepoint?

Automate changes across plans

Content Management, Rule Management and Version Management capabilities are built into the platform to enable users to easily manage relationships between content, rules, and how they come together to form complete documents. Global changes can be easily made and propagated across one or many plans thus automating content changes.

Eliminate Model updates

CMS Model content is prebuilt into the Touchpoint Exchange eliminating the need to devote any time to Model content updates. Messagepoint updates Model content annually as required by CMS. A patent pending feature in Messagepoint automates model updates across all plan versions.

Ensure plan materials match your bid submission

Data directly from the PBP database ensures what was submitted in the annual bid is accurately represented in plan materials. This can automate roughly 70% of the process each year.

User Management, Workflow, and Version Management improves control and streamlines the process

Integrated user management, workflow, and version management provides the control necessary to easily and effectively manage change. View of all plan documents in process, all updates in process, status of updates, task ownership, due dates, etc. Multiple version of the same plan document can be in different stages of change and brought together to form a final approved version with all change history intact. Who did what, why, and who authorized the change. Eliminates the need to email PDF proofs and manually track changes. From a single interface all stakeholders have a central view of all content, associated rules, and what has been approved for release to market!

Become vendor agnostic

Typically, the print vendor controls the creation of plan materials in their software and application programs making it complex, time consuming, and costly to move to an alternate vendor. With Messagepoint your data, content, rules, and design are in a single platform that you control. As a web-based platform you control as much or little as you require. Easily collaborate internally and/or with external vendors who you authorize to access Messagepoint. You can easily unplug a print vendor and plug-in another without having to rework any of your data, rules, content, or design elements.

The Messagepoint Touchpoint Exchange simplifies the process, delivers speed-to-market, Improves control, and reduces cost & risk of penalty.



Business user control of all content - for all channels



Natural language business rules



Shared content libraries



Intuitively manage Touchpoint variations



Self-serve proofing & testing



Workflow everywhere



Managing versions and releases

A Software -as-a-Service (SaaS) solution that give you the control necessary to get materials to market faster with less cost.

Next steps

To learn more about Messagepoint and for product videos visit www.messagepoint.com. If you're interested in scheduling a demo, please contact us at 1-800-492-4103, or email us at info@Messagepoint.com.