

TO: State Regulators
FROM: Senior Issues (B) Task Force Chair Marlene Caride
Re: 2021 Survey of Medicare Supplement New or Innovative Benefits Chart
Date: 7/20/21

The NAIC Medicare Supplement Model Regulation (#651) and the NAIC Medicare Supplement Compliance Manual call upon the Senior Issues (B) Task Force to maintain a record of state-approved Medicare Supplement “new or innovative benefits” for use by regulators and others. (Background references are included below.) It is intended the states regularly report this information to the Task Force, and that this record be updated periodically and posted on the Task Force’s web page to be available to regulators and interested parties.

Below is the information submitted by states reflecting Medicare Supplement “new or innovative benefits” approved and denied as of July 20, 2021. This chart will be posted on the Senior Issues (B) Task Force’s webpage: https://content.naic.org/cmte_b_senior_issues.htm under the Documents tab. If you have any questions, please do not hesitate to contact David at dtorian@naic.org / 202-471-3979. We appreciate your help in keeping this information updated.

Background references:

Section 9.1F of Model Regulation to Implement the NAIC Medicare Supplement Insurance Minimum Standards Model Act (#651):

F. New or Innovative Benefits: An issuer may, with the prior approval of the commissioner], offer policies or certificates with new or innovative benefits, in addition to the standardized benefits provided in a policy or certificate that otherwise complies with the applicable standards. The new or innovative benefits shall include only benefits that are appropriate to Medicare supplement insurance, are new or innovative, are not otherwise available, and are cost-effective. Approval of new or innovative benefits must not adversely impact the goal of Medicare supplement simplification. New or innovative benefits shall not include an outpatient prescription drug benefit. New or innovative benefits shall not be used to change or reduce benefits, including a change of any cost-sharing provision, in any standardized plan.

Drafting Note: Recognizing the challenge in maintaining standardization while ensuring availability of new or innovative benefits, the drafters have included additional guidance to states in the NAIC Medicare Supplement Insurance Model Regulation Compliance Manual. This guidance includes a recommendation that states consider making publicly available all approved new or innovative benefits, and requests states to report the approval of all new or innovative benefits to the NAIC Senior Issues Task Force, who will maintain a record of these benefits for use by regulators and others. The Senior Issues Task Force will periodically review state approved benefits and consider whether to recommend that they be made part of standard benefit plan designs in this regulation.

Section II of Medicare Supplement Insurance Model Regulations Compliance Manual:

Recognizing the challenge in maintaining standardization while ensuring availability of new or innovative benefits, the drafters have included additional guidance to states in the NAIC Medicare Supplement Insurance Model Regulation Compliance Manual. This guidance includes a recommendation that states consider making publicly available all approved new or innovative benefits, and requests states to report the approval of all new or innovative benefits to the NAIC Senior Issues Task Force, who will maintain a record of these benefits for use by regulators and others. The Senior Issues Task Force will periodically review state approved benefits and consider whether to recommend that they be made part of standard benefit plan designs in this regulation.

NAIC Senior Issues (B) Task Force
Summary of results of state regulator surveys on Medicare supplement new or innovative benefits.
State regulators may submit corrections or updates to this information to David Torian at dtorian@naic.org

Date: 7/20/21

Survey Questions:

Please list name of your state: _____

Please provide a contact for your state (name, number, email): _____

1. **Please review the chart below in this document. These are the new or innovative benefits that were reported by states in 2019. Question: Have you approved any additional new or innovative benefits in your state? If so, please provide the information for each column of the chart. (include: date of approval, company name, summary of benefit, plan it applies to, state contact). Please also provide any corrections or updates needed to the information on the chart.**

2. **Question: Have you denied any new or innovative benefit filings since the chart below was reported? If so, what was the benefit, and what was your reason for denying it? Please include date of disapproval, company name, and applicable plan. (i.e., the benefit sought to change or reduce benefits; the benefit sought to change cost-sharing; the benefit would have been inconsistent with standardization; etc.)**

3. **Question: Are there new or innovative benefits that have been approved in your state that you believe should be considered as part of the standard Medigap benefit plan design?**

Colorado – reported to NAIC 6/21/21: Nurse Advise Line (saves beneficiary time to get advice on non-emergency conditions); Vision Care; Hearing Examinations.

Minnesota – reported to NAIC 7/9/21: Minnesota’s stance on innovative benefits may change with new considerations for custodial support services similar to what has been newly allowed for Medicare Advantage plans; however, no changes have been implemented to date.

As Reported to the NAIC as of 7/20/21

State-reported APPROVED Medigap new or innovative benefits:

| State Reporting | Company, approval date | Date Reported to NAIC | Summary of APPROVED New or Innovative Benefit(s) | Applies to Plan(s): | State Contact for More Information: |
|------------------------|--|------------------------------|--|----------------------------|--|
| Alabama | Omaha Insurance Company – approved 7/11/2019 | 6/24/21 | Additional Benefits Program. Value added programs or services are provided through third party service providers (e.g. various provider networks, health assistance programs), some of which may provide discounted goods, services or credits to the policyholders. | A, F, G, HD G, N | Anthony Williams (334) 240-7586 anthony.williams@insurance.alabama.gov |
| Alabama | Resource Life Insurance Company – approved 7/12/2019 | 6/24/19 | Value Added Services Program. Incentives that are provided by third-party organizations that may apply to insurance and non-insurance products or services. These incentives may assist policyholders in maintaining or improving fitness levels and overall health and may include discounts, offers and online resources such as access to fitness facility membership and at-home fitness kits. | A, F, G | Anthony Williams (334) 240-7586 anthony.williams@insurance.alabama.gov |
| Maryland | Physicians Life Insurance Company – Approved 4/28/2020 | 7/9/21 | Preventive health care and hearing loss testing benefits if such expenses are determined to be medically appropriate by an attending physician and such expenses are not paid for by Medicare or any other provision of the policy. During the high deductible period, these additional benefits will not be subject to the high deductible. | F, G and F(HD), G(HD) | Fern Thomas (410) 468-2254 fern.thomas@maryland.gov |
| Maryland | Physicians Life Insurance Company – Approved 4/28/2020 | 7/9/21 | Optional deductible premium discount rider - When this rider is added to an insured’s Policy (standard Plan F or Plan G), the Plan benefits are subject to a High Deductible (set annually by Secretary of U.S. | F and G | Fern Thomas (410) 468-2254 fern.thomas@maryland.gov |

| State Reporting | Company, approval date | Date Reported to NAIC | Summary of APPROVED New or Innovative Benefit(s) | Applies to Plan(s): | State Contact for More Information: |
|-----------------|---|-----------------------|--|---------------------|--|
| | | | Department of HHS) for up to three years (the deductible period). During this deductible period, the benefits are the same as the Company's High Deductible Plan F Policy or High Deductible Plan G Policy. After this deductible period, the benefits become those of the Company's standard Plan F Policy or Plan G Policy. The premium will be set between the standard Plans F or G Policy premium and the High Deductible Plans F or G Policy premium. The premium does not increase due to the removal of the High Deductible at the end of the deductible period. The insured may terminate this rider during the deductible period to remove the High Deductible and increase to full (standard) Plan F or Plan G benefits with the understanding his or her premium increases to full Plan F or Plan G premium. | | |
| Massachusetts | Blue Cross and Blue Shield of Massachusetts, Inc. | 7/9/21 | Fitness \$150 Weight Loss \$150 Hearing Aids Foreign Travel | Core | Kevin Beagan (617) 521-7323 Kevin.beagan@mass.gov |
| Massachusetts | Blue Cross and Blue Shield of Massachusetts, Inc. | 7/9/21 | Fitness \$150 Weight Loss \$150 Hearing Aids | 1 and 1A | Kevin Beagan (617) 521-7323 Kevin.beagan@mass.gov |
| Massachusetts | Fallon Health & Life Assurance Company, Inc. | 7/9/21 | Silver Sneakers (fitness) Vision exam Eyeglasses \$150 | Core, 1 and 1A | Kevin Beagan (617) 521-7323 Kevin.beagan@mass.gov |
| Massachusetts | HNE Insurance Company | 7/9/21 | Fitness \$150 Foreign travel | Core | Kevin Beagan (617) 521-7323 Kevin.beagan@mass.gov |

| State Reporting | Company, approval date | Date Reported to NAIC | Summary of APPROVED New or Innovative Benefit(s) | Applies to Plan(s): | State Contact for More Information: |
|------------------------|---|------------------------------|---|----------------------------|--|
| Massachusetts | HNE Insurance Company | 7/9/21 | Fitness \$150 | 1 and 1A | Kevin Beagan (617) 521-7323 Kevin.beagan@mass.gov |
| Massachusetts | HPHC Insurance Company | 7/9/21 | Fitness \$150 | Core, 1 and 1A | Kevin Beagan (617) 521-7323 Kevin.beagan@mass.gov |
| Massachusetts | Humana Insurance Company | 7/9/21 | Dental and Vision Coverage | Core, 1 and 1A | Kevin Beagan (617) 521-7323 Kevin.beagan@mass.gov |
| Massachusetts | Tufts Insurance Company | 7/9/21 | Fitness \$150 Foreign Travel Dental Coverage | Core | Kevin Beagan (617) 521-7323 Kevin.beagan@mass.gov |
| Massachusetts | Tufts Insurance Company | 7/9/21 | Fitness \$150 Hearing Aids Dental Coverage | 1 and 1A | Kevin Beagan (617) 521-7323 Kevin.beagan@mass.gov |
| Nevada | Mutual of Omaha (Approved 2019) | 6/21/21 | Discounts on healthy living products, hearing aids and tests, vision exams and eyewear, fitness programs. | All Plans | Jack Childress (775) 687-0731 jchildress@doi.nv.gov |
| Nevada | Physicians Mutual Insurance Company (approved in 2019) | 6/21/21 | Has a rider which adds a high deductible to Plan F until the fourth January 1 st after the effective date of the policy. Also has this for Plan G. | Plan F,G | Jack Childress (775) 687-0731 jchildress@doi.nv.gov |
| Nevada | Sterling Life Insurance Company (Approved 2019) | 6/21/21 | Nurse Advice Line, Annual physical exam, preventive dental benefit, routine vision care and hearing exam. | F | Jack Childress (775) 687-0731 jchildress@doi.nv.gov |
| Nevada | UniCare Life & Health Insurance Company (Approved 2019) | 6/21/21 | Generic pharmacy coverage, lower office visit copays, covered Part B deductible, vision coverage with \$20 copay, chiropractic visits with \$10 copay. | HDF | Jack Childress (775) 687-0731 jchildress@doi.nv.gov |

| State Reporting | Company, approval date | Date Reported to NAIC | Summary of APPROVED New or Innovative Benefit(s) | Applies to Plan(s): | State Contact for More Information: |
|------------------------|--|------------------------------|--|----------------------------|---|
| Nevada | United World Life Insurance Company (Approved 2019) | 6/21/21 | Discounts on hearing tests, hearing aids, eye care and eye wear. \$100 credit if a hospital is used in the USA Senior Care Network. | All Plans | Jack Childress (775) 687-0731 jchildress@doi.nv.gov |
| Oregon | Moda Health Plan, Inc. Approved 12/10/2019 | 7/9/21 | Dental and Vision benefits | A, C, F, G, N | Rick Barry (503) 947-7255 rick.a.barry@oregov.gov |
| Pennsylvania | Physicians Life Insurance Company, 10/9/20 | 7/2/21 | When this rider is added to Plan F or G, the benefits are subject to a high deductible for up to three years (the calendar year of issue and the following two calendar years). During this period, benefits are the same as those of high deductible Plan F or G. After the three-year period, the benefits become those of regular Plan F or G. The rider provides a reduction to the regular Plan F or G rates, and this reduction remains in effect after the period during which the high deductible applies. While this resulting rate is higher than that paid by insureds who purchase a traditional high deductible plan where the high deductible remains in effect for the duration of the policy, the insured has the benefit of regular Plan F or G benefits after the three year high deductible period at a rate lower than they would pay if they had enrolled in regular Plan F or G. | F & G | Tracie Gray (717) 705.7257 tgray@pa.gov |
| Utah | Sterling Life Insurance Company (CoCode 77399, STLG127383241) 11/30/2011 | 7/1/2021 | Nurse Advise line, Annual Physical Exam, Preventive dental, Routine Vision, Routine Hearing | F | Jaakob Sundberg (801) 957-9294 jsundberg@utah.gov |
| Wisconsin | Physicians Life Insurance Company – Approved 9/11/2019 | 9/11/19 | A rider that includes a high deductible for the first calendar year of the policy from the effective date to December 31, and the following two full calendar years. The January 1 immediately following the high deductible period is the high deductible elimination date. | Waived State | Mary Kay Rodriguez (608)266-7465 marykay.rodriguez@wisconsin.gov |

State-reported DISAPPROVALS of Medigap New or Innovative Medigap Benefits Since 2019:

| State Reporting | Summary of benefit, date of DISAPPROVAL | Date Reported to NAIC | Reason for DISAPPROVAL | State Contact for More Information |
|-----------------|---|-----------------------|------------------------|------------------------------------|
| | | | | |
| | | | | |
| | | | | |

States reporting NO approvals and NO disapprovals, as of July 20, 2021:

Alaska (reported to NAIC June 21, 2021) – contact Sarah Bailey (907) 465-4608 sarah.bailey@alaska.gov

Connecticut (reported to NAIC June 21, 2021) – contact Paul Lombardo (860) 297-3891 paul.lombardo@ct.gov

Delaware (reported to NAIC July 9, 2021) – contact Jessica Luff (302) 674-6293 Jessica.Luff@delaware.gov

Florida (reported to NAIC July 20, 2021) – contact James Dunn (850) 413-5136 James.Dunn@flor.com

Georgia (reported to NAIC July 8, 2021) – contact Thomas Carswell 404-657-4193 tcarswell@oci.ga.gov

Idaho (reported to NAIC July 7, 2021) – contact Shannon Hohl (208) 334-4315 shannon.hohl@doi.idaho.gov

Iowa (reported to NAIC June 24, 2021) – contact Andria Seip (515) 654-6575 andria.seip@iid.iowa.gov

Kansas (reported to NAIC June 23, 2021) – contact Craig Van Aalst (785) 296-3765, craig.vanaalst@ks.gov

Kentucky (reported to NAIC June 17, 2021) – contact Stephanie McGaughey-Bowker (502) 564-6088 stephanie.bowker@ky.gov

Louisiana (reported to NAIC June 17, 2021) – contact Jerri McClendon (225) 219-9526 jerri.mcclendon@ldi.la.gov

Maine (reported to NAIC June 17, 2021) – contact Sherry Ingalls (207) 624-8476 sherry.l.ingalls@maine.gov

Michigan (reported to NAIC June 21, 2021) – contact Renee Campbell (517) 284-8776 campbellr2@michigan.gov OR Karen Dennis (517) 284-8696 Dennisk1@michigan.gov

Minnesota (reported to NAIC July 9, 2021) – contact Galen Benshoof (651) 539-1777 Galen.Benshoof@state.mn.us or Candace Gergen (651) 539-1533 Candace.Gergen@state.mn.us

Missouri (reported to NAIC July 9, 2021) – contact Camille Anderson-Weddle (573) 522-3311 Camille.Anderson-Weddle@insurance.mo.gov

Montana (reported to NAIC June 21, 2021) – contact Ashley Perez (406) 444-5220 aperez@mt.gov

New Jersey (reported to NAIC June 23, 2021) – Fred Brinkman (609) 940-7626 Fred.Brinkman@dobi.nj.gov

North Dakota (reported to NAIC June 30, 2021) – contact Chrystal Bartuska (701) 328-2441 cbartuska@nd.gov OR Yuri Venjohn (701) 328-4981 yvenjohn@nd.gov

Oklahoma (reported to NAIC July 20, 2021) – contact Cuc Nguyen (405) 522-4608 Cuc.Nguyen@oid.ok.gov

South Carolina (reported to NAIC July 1, 2021) – contact Shari Miles (803) 737-6096 smiles@doi.sc.gov

Washington (reported to NAIC July 9, 2021) – contact Ned Gaines (360) 725-7126 NedG@oic.wa.gov

Wisconsin (reported to NAIC June 28, 2021) – contact Mary Kay Rodriguez (608) 266-7465 marykay.rodriguez@wisconsin.gov