

May Issue	April Issue	March Issue	February Issue	January Issue
December Issue	November Issue	Sept/Oct Issue		



News You Can Use

FEBRUARY 2003 Volume 2, Number 2

February Luncheon



Featuring

Jim Donelon

Chief Deputy Commissioner of Insurance
Louisiana Department of Insurance

IN THIS ISSUE

- NAIC Year End Congressional Report
- NOAHU City Business Ad
- Win \$500 Cash!!!!
- Tips for Web Lead Generation
- Win a Trip to Maui!!!!
- President Proposes Increased Access to Rx
- HIPAA CE Seminar Info
- Sec. Thompson's Response to Bush's HHS FY04 Budget

Friday, February 14th
11:30 am
Andrea's Restaurant

RSVP: \$18
At the Door: \$23

Email rsvp@noahu.org to reserve your spot

[or click here for more information.](#)

Happy Valentine's Day!

YEAR END FEDERAL AFFAIRS CAPITOL REPORT

Action in the 107th Congress –
Prospects for the 108th Congress

[Click here to download report on the following topics:](#)

- PATIENT'S BILL OF RIGHTS
- ASSOCIATION HEALTH PLANS
- MEDICARE RX LEGISLATION
- HIGH RISK POOLS
- PRIVACY LEGISLATION

New Orleans CITYBUSINESS

NOAHU Membership Pays!

Check out this week's issue of City Business for the semi-annual advertisement recognizing the members of the New Orleans Association of Health Underwriters. Is your name on the list? Don't miss

- ... AND MORE!



Win \$500 Cash! It's Easy!

What would you do with \$500? Well, it's time to start thinking about it, because if you recruit a new member, you could win \$500 cash! For every new member you recruit between September 1, 2002 and March 31, 2003, your name will go into a drawing to win \$500 cash! Recruit 5 new members and that's 5 chances to walk away with \$500 cash! We've set a goal of recruiting 50 new members by the end of March 2003 and we want all of our members involved!!!! The drawing will be held at the Health Care Expo in April!

Start Recruiting!

[NOAHU Membership Application](#)

The Fine Print: Eligible participants will be determined by a listing of new members with their recruiter printed from YODA, the national membership database the night prior to the Health Care Expo. The recruiter of a new member is determined by NAHU as the name the new member lists in the appropriate blank on their application as the recruiter or sponsor. The date listed in YODA as the Join Date will be used to determine the recruitment date. For every new member listed, the name of the recruiter listed in YODA will go into the drawing for \$500 cash. If a member recruits 2 new members, then their name will be entered twice to win. Winning recruiter does not need to be present at the time of the drawing to win. For more info, email info@noahu.org

it!!!

Tips to Improve Web Lead Generation

In lead management, success comes to those who implement the long-lived, tried-and-true fundamentals. But if you want to move your lead-generation program beyond the basics, here are a few tips to boost your results.

1. Promote offers that attract prospects early in the buy cycle.

It's difficult to reach prospects at the right moment. Hot, active buyers generally use search engines to find vendors and solutions. To boost response, develop early-buy-cycle offers that allow you to connect with potential buyers. Educational information from third-party sources and value-added Web sites generating custom solutions are examples of non-threatening, high-value, early-buy-cycle offers.

2. Sell the offer not the product.

Prospects don't care about your company, brands or products until they believe you have a solution to their problems. Avoid the common mistake of selling product or service features in your demand-generation solicitations. Focus instead on the value of your offer, telling readers what they'll learn, gain or receive when they respond.

3. Less is more. In b-to-b lead generation, create curiosity. Write only enough copy to motivate response; don't give away the entire story. These days, clear, short, to-the-point communication wins on the Web, in e-mail and in print.

4. Establish a unique, high-value responder capture site. Offer is



Win a Trip to MAUI!!

Imagine spending a week lounging on the beaches in MAUI! For a \$20 donation to HUPAC, you will get a chance to win a week in a beachfront condo and roundtrip airfare for two! Don't miss out on this opportunity of a lifetime! The winner will be drawn at Capitol Conference in March. Denny Ebersole, past NOAHU president and Region & HUPAC Chair, will have tickets at each luncheon until then! If you have any questions or want to take a chance, email info@noahu.org.

king; it's the reason people respond. Developing and promoting a high-value Web site, also called a responder site, is critical to boosting results. The site design should be exclusive and interactive, containing content, tools and links helpful to your target audience. When built-in site value is promoted in your online and offline campaigns, your offer will motivate immediate response, improving results.

5. Use the registration page to profile a visitor's buy-cycle stage.

One advantage of the Web is the ability to quickly determine where respondents are in the buy cycle for your product or service. Your Web site is a powerful database collection and processing tool. Use a registration form before you provide access to critical content to motivate a visitor to complete the form. To determine the prospect's buy-cycle stage, include the following five questions, and use pull-down windows to speed response:

- * What is your role in the purchase of this product?
- * What is your estimated time to purchase?
- * Has a budget been approved to purchase this product?
- * How many (employees/seats/sites) might need this product?
- * Where are you in the purchase process?

6. Take advantage of the tactile nature of direct mail. When using direct mail promotions, take advantage of the power of touch. Paper stock, folds, shape and weight all provide communication value.



Combine these with arresting color, graphics and copy to transform a simple mailer into a powerhouse communication.

7. Great e-mail writing never goes out of style. Copy contained in the "To," "From" and "Subject" lines of your e-mail affects the read or delete decision. Keep your subject line short, preferably less than 35 characters. Keep it clear, to draw in prospects. Some examples: "New Executive Brief Now Available" and "New Customer Rates." Avoid spam words, like "free," which will quickly have your message deleted.

8. Use advanced merge/purge processes to reduce waste and improve results. Reviewing sample sets of your direct mail data can provide insights. First, sort the data by title and request a frequency distribution. This will show the percentage of a mailing that will reach your target. Second, review all other records not aggregated due to organizational differences in use of title nomenclature. For example, to reach directors of IT you might have titles such as director of technology, director of information services, etc. All such titles might be targets, but wouldn't be included in your frequency distribution count.

9. Rich media e-mails grab attention and boost results. Head-to-head tests of rich media e-mail against text and HTML formats continue to show the power of moving pictures and sound. While not appropriate for every target segment, rich media dynamically assembles and personalizes the audio track of an e-mail based on database elements, and gives a three-times response lift over traditional methods.

***PRESIDENT TO PROPOSE \$13 MILLION
INCREASE TO IMPROVE AMERICANS'
ACCESS TO GENERIC DRUGS***

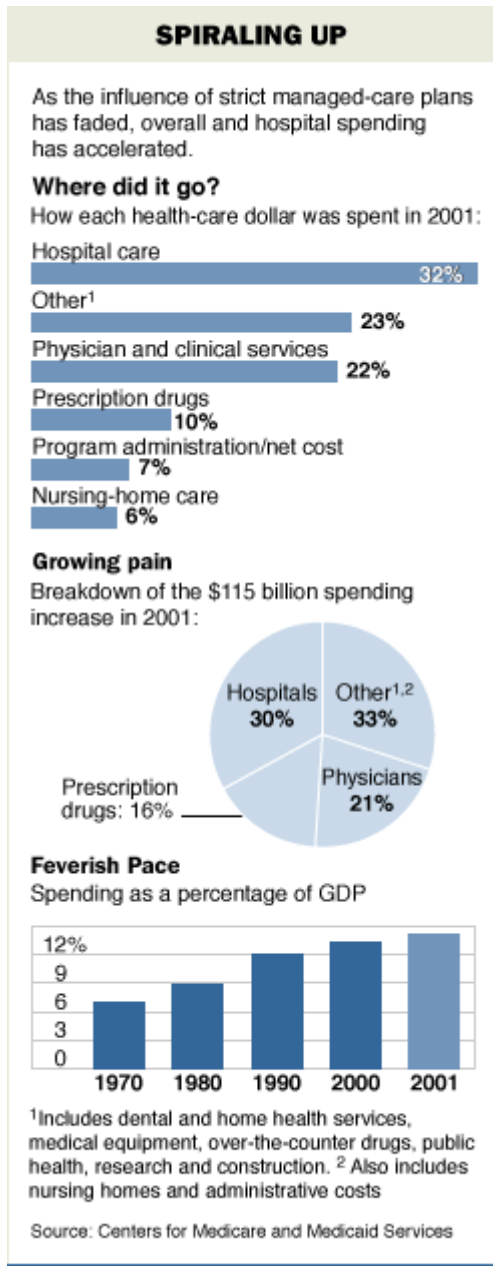
President Bush will propose a \$13 million increase in the budget for the Food and Drug Administration (FDA) to improve Americans' access to low-cost generic drugs, HHS Secretary Tommy G. Thompson said. The proposed increase is part of HHS' fiscal year 2004 budget request and will expand on the department's efforts to improve access to prescription drugs.

"President Bush's proposed budget would speed up generic drug reviews to make safe, effective generic drugs available to consumers who want lower-cost alternatives to popular brand-name drugs," Secretary Thompson said. "Prescription drugs play a critical role both in treating illnesses and preventing serious diseases, and we are committed to making them more affordable and accessible for all Americans."

FDA can approve generic drugs for the marketplace as soon as the patent protection on branded drugs expires. The generics' manufacturers must demonstrate to the FDA that their products are therapeutically equivalent to an approved brand-name drug in terms of safety, strength, quality, purity, performance, intended use and other characteristics. Generic drugs generally are sold at a fraction of the price of their brand-name equivalents.

The FDA would use the additional resources to hire about 40 new experts in its generic drugs and related programs. With these additional resources:

- FDA would review the safety and effectiveness of generic drug applications more quickly, shortening the average



review time by about two months.

- FDA would initiate targeted research needed to establish additional standards for therapeutic equivalence to expand the range of generic drugs available to consumers.
- FDA would work to help ensure approved generic drugs are used safely and without avoidable complications.

The budget proposal builds on other HHS regulatory efforts to speed the availability of generic drugs and reduce prescription costs for consumers. In October, President Bush and Secretary Thompson announced a new FDA proposed regulation that would eliminate the current practice that allows manufacturers to repeatedly obtain 30-month stays to block the approval of generic versions of their drugs. The proposed regulation would also prevent manufacturers from blocking generic competition by using certain types of patents that do not reflect real medical innovation.

"The President's budget plan will expand our efforts to provide American consumers with some relief from the high prices that they frequently pay for prescription drugs," Secretary Thompson said. "By investing more heavily in generic drug reviews and research, we have the potential to save consumers billions of dollars in prescription drug costs."

HIPAA: Changing the Way You Do Business

Thursday, Feb 27th
8 am – 10:30 am
Courtyard Marriott
Two Galleria Blvd

\$20
Members/ Non-Members Welcome!



Limited Sponsorship Opportunities Still Available!

NOAHU will host the Region Six Leadership Conference at the W Hotel downtown August 22-

2 Continuing Education
Hours Applied For

Seating is Limited!

[Click here for registration form.](#)

23, 2003. The event will bring 100-150 insurance professionals from Arkansas, Kansas, Louisiana, Missouri, Oklahoma and Texas. We are in the process of recruiting sponsors for this event. If anyone is interested or has any recommendations, please email info@noahu.org.

2003 Health Care Expo

**Be On The Lookout In Next
Month's Issue For Information
For This Year's Event!**

HHS Secretary Tommy Thompson Remarks on the President's Fiscal Year 2004 Budget for the Department of Health & Human Services

"This budget reflects the President's commitment to protect America against bioterrorism; modernize and strengthen Medicare, Medicaid, SCHIP, welfare, and child welfare programs; assure access to high quality affordable health care; prevent disease and enhance public health; invest in biomedical research; expand the role of faith-based and community organizations and improve the management and performance of HHS programs.

In support of this and related goals, the President proposes outlays of \$539 billion for this department for fiscal year 2004 --more than half a trillion dollars. \$539 billion represents an increase of \$36.8 billion -- or 7 percent -- over last year's request, and an increase of more than \$109 billion --25 percent -- since 2001.

The discretionary part of the budget increases \$1.64 billion -- or 2.6 percent -- to \$65 billion.

... The President would also expand access to critical health services for the uninsured. An increase of \$169 million will allow us to serve nearly 14 million Americans through community health centers. This is part of the President's plan to nearly double the capacity of our community health centers nationwide over five years. Our investment for 2003 would be \$1.6 billion, up from \$1.3 billion two years ago.

The President and I want to prevent diabetes, obesity, asthma and many other chronic diseases. We included \$125 million in the budget, a \$100 million increase, to support community initiatives that help people make lead healthier lives and prevent diseases.

...President Bush is committed to finding cures and treatments for cancer, AIDS, Alzheimer's, Parkinson's and other diseases. The budget contains \$100 million to begin working with industry to ensure the nation has an adequate supply of influenza vaccine in the event of a pandemic. Last year, we completed a 5-year doubling of the budget of the National Institutes of Health (NIH). This year, we continue that commitment with a budget of \$27.7 billion, a net increase of \$549 million over last year. As a result of one-time projects being funded in fiscal year 2003, and not needing to be re-financed, actual NIH research investment will rise by \$1.9 billion, or 7.5 percent.

...We want to do everything we can to ensure that services provided to children, especially low-income children, give them every opportunity to succeed. The best predictor of a child's success in life is how well prepared he or she is to begin school. Cognitive development in early childhood is a critical factor in this preparation, and we know from research what kinds of environmental factors encourage healthy cognitive development in young children. Therefore, the President is proposing to give states more flexibility to coordinate pre-Kindergarten, Head Start, and child care funding to design integrated programs that are focused on the long-term interests of every child in their care. Total HHS spending on Head Start will be \$6.8 billion, an increase of \$148 million.

...It is an excellent budget and we're delighted with it. This is a challenging time for the federal budget, with the need to strengthen our economy, protect the homeland and prepare for the possibility of war.

The fact that the HHS budget contains so much investment in the health and welfare of Americans demonstrates President Bush's unwavering commitment to well-being of our citizens, including those most in need. With this budget, the President recognizes that America's greatest asset is its people, and he invests in making its people as strong and healthy as possible.”

Read the full speech: <http://www.hhs.gov/news/press/2003pres/20030203a.html>