



**COX HEALTHPLANS**  
CoxHealth

## E-NEWS UPDATE



**Cox HealthPlans is pleased to announce the release of the 2011 Kids First (Child-only) product exclusively through our contracted producers!**

In the initial roll-out for children-only applicants, we are offering our most popular coverage, the Economy Plan, with three deductible options.

Click here for Benefit Summary & Rates

### **Features of the new 2011 Kids First plan:**

- Effective dates as early as March 1, 2011.
- Rates are provided in two age categories for both males and females:
  - 0 months - 17 years of age
  - 18 years of age
- Kids First premiums will be determined based on medical underwriting. Child-only applicants will not be declined for coverage; applicants whom do not qualify for preferred pricing will be offered coverage at a higher premium level. This tiered-pricing approach will allow Cox HealthPlans to provide much needed coverage to your clients while maintaining stability for your existing book of business.

### **How to apply:**

- Members may apply online electronically at [www.coxhealthplans.com](http://www.coxhealthplans.com) or by completing the Individual Application.
- Completing the Application:
  - Section B:
    - PLAN Column - Mark box "Other" and indicate Parent/Legal Guardian Name. This parent/guardian will also need to complete Section L in the "Applicant or Personal Representative" areas indicating relationship, printed name, and signature/date.
    - OPTIONAL RIDERS section - Mark box "Other" and indicate "Kids First"
- Applications may be submitted in one of three ways:
  - Electronic: visit [www.coxhealthplans.com](http://www.coxhealthplans.com)
  - Mail: Cox HealthPlans, PO Box 5750, Springfield, MO 65801-5750
  - Fax: (417) 269-4667.

For questions, please contact our Individual Department at (417) 269-4679/(800) 664-1244 or e-mail us at: [individualmarketing@coxhealthplans.com](mailto:individualmarketing@coxhealthplans.com). Click the Kids First logo for the 2011 KidsFirst Benefit Summary & Rates!

*Important Note: Kids First sales' commissions are equal to Individual/Family sales at the 20% first year level. Kids First issued policies count toward the "3 for \$300" Individual Sales program.*



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[www.coxhealthplans.com](http://www.coxhealthplans.com)

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