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**NY04-16**  
**PA04-14**  
**PE04-16**

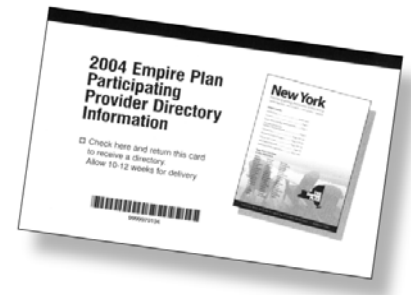
## MEMORANDUM

**TO:** New York State Health Benefits Administrators  
Participating Agency Health Benefits Administrators  
Participating Employer Health Benefits Administrators  
**FROM:** Employee Benefits Division  
**SUBJECT:** New Distribution System for 2004 Empire Plan Participating Provider Directories  
**DATE:** August 24, 2004

### **New Distribution System for 2004 Empire Plan Participating Provider Directories**

We are pleased to announce a new distribution system for the October 2004 Empire Plan Participating Provider Directories for active enrollees in Upstate and Downstate New York.

Because we know that many enrollees prefer using the more frequently updated, online Participating Provider Directory at [www.cs.state.ny.us](http://www.cs.state.ny.us), directories will *not* automatically be mailed to the homes of active enrollees this year. Instead, all Empire Plan active enrollees will receive a postcard mailed to their homes in late August. Enrollees may mail the postage-paid postcard back to request a directory.



The postcard will have a barcode with the enrollee's address imbedded in it. When the enrollee returns the postcard, the barcode indicates which directory the enrollee will receive. The directory will be mailed to the enrollee's home within 10 – 12 weeks. If the enrollee does not return the card, no directory will be sent.

### **New Hires and Transfers**

Because we are not going to be shipping directories until late fall, we will send you a small supply of blank postcards in early September to give to new hires and transfers so they can request a 2004 directory.

Until you have the new 2004 directories, please give each Empire Plan new hire or transfer a copy of the October 2003 directory and a postcard.

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*Don't forget the NYS OnLine handout (AL0492)! The new enrollee can use the online directory if a computer with internet access is available.*

**Returned Postcards**

As you know, we send you the mail that the post office returns to us for bad addresses. If we receive any returned postcards for your agency, we will send them back to you with instructions.

**Distribution of Remaining Directories**

NY/PE and PA retirees will all receive a directory at their home address automatically. When the 2004 directories are printed, we will send a memo with additional information.

If you have questions about this distribution, please call the Communications Unit at 518-457-7577.