

PBHI Insider

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Behavioral Health

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Need help or have questions about PBHI's MH, CD or EAP products?

Then give us a call at (800) 357-5850 and ask for any of the following sales and marketing staff. We're eager to help you achieve sales success for yourself, PHS and PBH.

Bob Quellmalz
V.P. Sales & Marketing

Janet Boling
Director of Marketing

Steve Kessler
Manager Account Services

Chuck Campbell
Director Large Accounts

Phil Eswein
Manager Ed. Division

Dominic Taurone
Labor/Trust Sales & Service

Barbara Brewer
Senior Account Manager

Monica Solis
Senior Account Manager

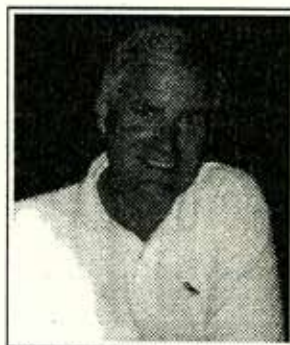
Stephen Van Doren
Account Manager

Charles "Chuck" Campbell New PBH Business Manager

Charles "Chuck" Campbell is the new business manager for commercial, large account sales for PBH. Chuck has been on the job two months and is already making sales calls and generating interest in PBH products.

"Chuck has an extensive background in behavior health sales and service," said PBH vice president of sales and marketing **Bob Quellmalz**. "He has done provider development and truly understands the network and delivery of care issues. He already has credibility with our distribution system of brokers

and consultants. This will help create broker/consultant awareness of our products which will lead to sales presentations and ultimately sales."



Charles "Chuck" Campbell

Chuck has already generated an RFP for an EAP for Hilton Hotels. If PBH wins the business, Hilton Hotel's 40,000 employees could generate an annual revenue of \$600,000 for PBH.

Chuck has more than 25 years experience in senior level management and consulting in international marketing and sales; the last 15 years in managed health care.

Chuck can be reached at the Laguna Hills office at (714) 859-7971, EXT: 2289. □

Former FHP Customers Sign-Up with PBHI

Former FHP customers continue to support our philosophy that PBH offers affordable and effective mental health (MH), chemical dependency (CD) and employee assistance programs (EAP). Employees from more than 80 companies have already added a PBH product and many more potential FHP conversions are in the pipeline.

When making sales calls, remember that PBH offers former FHP customers a variety of plans for mental health and/or chemical dependency benefits. In addition, renewal process support is available through your assigned PBH account manager and PBH underwriting resources. PBH account managers are familiar with FHP products and can convert FHP medical plans to behavioral supplements.

For more information or assistance with FHP conversions, call your PBH account manager at (800) 357-5850. For a sampling of our September successes, see page 2. ☛



September California FHP Conversions: all effective 1/1/98

Group	Members	Revenue	PCC/FHP Sales Representative	PBH Account Manager
County of LA	20,000	\$969,000	Deborah Epstein & Theresa Quar	Barbara Brewer
Wal-Mart	7,000	\$448,280	Scott Spalding	Barbara Brewer
McDonnell Douglas	3,500	\$163,080	Scott Spalding	Barbara Brewer
UC/FHP	8,500	\$121,419	Kay Parish	Barbara Brewer
Digital	1,000	\$118,000	Scott Spalding	Barbara Brewer
Compton USD	2,000	\$ 80,000	Audrey Stevens	Monica Solis

PBHI Updates



NCQA Accreditation on Track

Sales reps are always looking for tools, techniques or new product features to enhance the appeal of their products - anything that will propel the sales process toward closing.

To that end, PBH management is zealously pursuing NCQA accreditation. PBH will seek accreditation under the new behavioral health standards in the fall of 1998. In preparation, PBH management is developing its products and service to be consistent with NCQA standards.

Remember when stressed as a benefit, NCQA accreditation can enhance the sales process by:

- ⇒ ensuring that PBH's systems and procedures are easy to understand - so members are clear on their benefits and how to use them.
- ⇒ ensuring that members have timely access to appropriate providers and services.
- ⇒ demonstrating PBH's commitment to quality.
- ⇒ enhancing purchaser and consumer confidence in PBH products and services.



WellCall

WellCall Enhances EAP Benefit

WellCall, a nationwide alternative care referral service, will soon be an added benefit to PBH's EAP. WellCall's alternative care referrals include acupuncturists, naturopaths, homeopaths and chiropractic providers.

WellCall will be available Jan. 1, and will be integrated into PBH's EAP. Note that there is an add-on rate for WellCall; it will not be sold as a stand alone service. Members will access WellCall through their PBH EAP counselors, however, members will be responsible for all expenses incurred through the alternative care provider.

For more information on WellCall, call your PBH group accounts manager at (800) 357-5850.



Sales Success Continues in October

PCC Sales Team Leader **Kelly Biner** and PBH Senior Account Manager

Monica Solis recently clinched a deal to provide behavioral health services for California-based Med Partners. The L25 benefit plan will initially cover 1000 PCC high options subs, but the group is expected to grow. The Med Partners account could be worth up to \$450,000 in annual revenue for PBH.

PBH Products Available to Multistate or National Accounts



PBH currently services 2 million members in 37 states with behavioral health and EAP products. If you uncover a sales opportunity that requires health services in multiple states, just give us a call at (800) 357-5850. Your PBH account manager will supply you with a detailed rundown on how we can service such accounts.

Because PBH has its own licenses, and can write products through PLHIC, we can often meet the needs of your multistate and national account clients.



PBH Insider is a publication of the marketing department of PacifiCare Behavioral Health. For information on this publication, or to offer a comment or suggestion, contact *Insider* editor Aleta Walther at:

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