

December 28, 2009

Dear Provider:

The intention of this letter is to introduce the **NorthernBridges Preferred Provider Program**. We currently have over 1700 members, and our membership is growing every day. In an effort to provide our members with the best life possible, while still remaining cost effective, we are partnering with you – our Providers. We are anxious to find providers who are willing to offer services at the best price possible. We will bestow “preferred” status on those providers who are willing to offer the most cost-effective goods and services. The Provider Network Development staff will work in conjunction with Care Management to ensure the Preferred Providers receive authorizations in higher volume. This program is a win for providers willing to give NorthernBridges the highest quality, most cost-effective service. **Preferred Providers** will be allowed to **grow and expand their businesses** as the NorthernBridges member population grows!

We look forward to the opportunities this program will offer. If you are able to offer your services at a more competitive price, we are willing to consume your services in higher volumes.

Please take a look at your rates and special services letter (the page or pages located at the end of your contract), consider what your “best deal” may be and submit your proposal to NorthernBridges by **January 15, 2010**.

Your proposal should include:

- The services you are willing and able to provide,
- The all-inclusive rate you are willing to accept,
- The coverage area and volume you are able to manage.

Please be certain to include services in the Family Care Benefit Package that you are able to provide that we may not presently have on your contract. In addition, moving forward into 2010, we are making an effort to consolidate services. If you are providing services that require multiple authorizations, please provide your best rate for an all-inclusive service and indicate what will be included.

Once received, the Provider Network Development staff will review the proposals and award **Preferred Provider Status** to those providers offering the highest quality and most cost-effective goods and services.

These new rates will become effective with the issuance of the 2010 contracts. Those contracts will be distributed at the end of the first quarter of 2010.

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<http://www.northernbridges.com>

We look forward to partnering with our providers in this incentive opportunity! Your willingness to offer high-quality services at cost-effective prices helps us to reach our goal of providing our members with the “best life possible.”

If you have additional questions regarding the Preferred Provider program, please call us at 715-934-2266.

For additional information about what is included in the Family Care Benefit Package and the benefits of Preferred Provider status, please refer to our website at **[northernbridges.com](http://www.northernbridges.com)**. The information regarding the Preferred Provider program will be posted after January 1, 2010.

Sincerely,

Sarah Benson
Interim Provider Network Manager
Extension 1125

Glenn Taylor
Provider Network Developer
Extension 1129

Krista Love-Frels
Provider Network Developer
Extension 1127