

# AIS's Health Business Daily

Strategic Business News from Experienced Health Care Reporters at Atlantic Information Services, Inc.

July 19, 2010

## Today's Featured Story

### Wellmark's Strict Smoke-Free Policy Inflames Iowa Civil Liberties Group

Reprinted from [THE AIS REPORT ON BLUE CROSS AND BLUE SHIELD PLANS](#)\*

Smoke-free office buildings are all but universal at this point. However, Wellmark Blue Cross and Blue Shield is taking things a few steps further by implementing a smoke-free work day and a hiring policy that rules out tobacco users. And while the policy is legal, one critic calls it an example of "lifestyle discrimination" and urges employees to rally against it.... [Read Full Story](#)

*\*Not affiliated with the Blue Cross and Blue Shield Association or its member companies.*

## Quote of the Day

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"There is no silver bullet when it comes to [patient drug] adherence, because it's not that straightforward. However, it is an issue where everyone is aligned because there are a lot of potential savings."

— George Van Antwerp, vice president of the Solutions Strategy Group at Silverlink Communications, told AIS's [DRUG BENEFIT NEWS](#).

*Buy the issue of [DRUG BENEFIT NEWS](#) in which this quote appeared (PDF transmitted immediately).*

## Today's Datapoint

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**\$14,400**...is the salary that childless adults can make in 2014 (133% of the Federal Poverty Level) under new reform provisions and still qualify for Medicaid.

*Buy the issue of [AIS's HEALTH REFORM WEEK](#) in which this datapoint appeared (PDF transmitted immediately).*

## People on the Move

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**Liz Fowler**, a former **WellPoint, Inc.** vice president, was named deputy director at **HHS's Office of Consumer Information**. She most recently served as chief counsel on health for the **Senate Finance Committee**.... **Alan Bennett**, former chief financial officer (CFO) at **Aetna Inc.**, has returned to his post as CEO of **H&R Block Inc. of Kansas City**. He spent six years as Aetna's CFO before retiring in 2007.

Content questions or suggestions should be directed to BJ Taylor, editor of **AIS's HEALTH BUSINESS DAILY**, at [bjtaylor@aispub.com](mailto:bjtaylor@aispub.com). If you are interested in sponsoring **AIS's HEALTH BUSINESS DAILY**, please contact Bailey Sterrett at [bsterrett@aispub.com](mailto:bsterrett@aispub.com).