



Bardstown Associates

## Benefits 2012

### Continuing on Our Path to Better Health

**We're committed to wellness and consumerism.** In 2010, we launched our multiyear wellness and consumerism program. We are partnering with you and your families to improve health and assist you in becoming better consumers of health care. Response to our initiatives has been very positive! Associates are benefiting by participating in free wellness programs, taking a health risk assessment each year, and receiving lower premiums for living tobacco free and enrolling in the Consumer Plans.

**Get healthy and save money!** Be sure you know the ways to get healthier and lower your medical costs. See how you can live better and lower your premiums on medical coverage, as outlined on the next few pages.

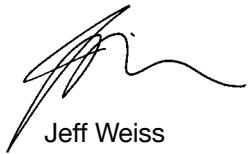
**It starts with knowing your numbers.** That's why we make it easy and convenient for you to get free biometric screenings. This year, we're increasing the number of on-site screenings and are making them available to your spouse. And, if you prefer, you can get your screenings done for free as part of your annual preventive care exam through a network provider. Or you can request an at-home screening kit. Knowing your biometric numbers, including a body mass index (BMI) measurement, can help you understand your potential risk for health conditions. Including your numbers in your health risk assessment (HRA) enables you to receive focused recommendations to improve your health to live well. These tools help identify potential health risks early and actions you can take to keep them from becoming serious conditions.

**Give the Consumer Plans a close look (if you haven't already).** When we introduced Consumer Plans with health savings accounts (HSAs) a few years ago, they were a new concept. Not surprisingly, with anything new, some associates were a bit uncomfortable with what they didn't fully understand. But last year, as more associates took the time to learn about the Consumer Plans, enrollment in the Consumer Plans increased from 20% to more than 50% of the enrolled associates! Associates are enrolling in these plans simply because they make good sense. With their lower monthly premiums and potentially lower out-of-pocket expenses, **these plans can be the most affordable option for associates.** The free money **American Greetings contributes to your HSA**—from \$300 to \$1,000—can help cover your deductible and medical expenses. (More information about the advantages of these plans is included later in this newsletter.)

Please take the time to carefully read this newsletter and explore the AGBenefits website at [www.americangreetingsbenefits.com](http://www.americangreetingsbenefits.com). Just as you would with any other major purchase, do your homework and compare your options before selecting the plan that best fits your needs. And continue on your path to—live well!



Zev Weiss  
Chief Executive Officer



Jeff Weiss  
President and Chief Operating Officer

### What's Inside

Calendar of important dates

What to know for 2012 and what's changing

An opportunity to win \$250 or \$500!

Summary of health plan options

How to choose what's best for you

live well 



# IMPORTANT DATES

# 2012 NEWS

When	What	How
Today	Learn about benefits and changes for 2012	Read this newsletter and share it with your family
August–October	<b>Get a biometric screening in one of three ways:</b> <ol style="list-style-type: none"> <li>1. Attend a free, on-site biometric screening event</li> <li>2. Have a screening done at your free annual preventive care exam</li> <li>3. Request an at-home screening kit</li> </ol>	<b>For on-site dates, locations and how to sign up:</b> <ul style="list-style-type: none"> <li>Plant associates, go to imAGine or your local HR office</li> <li>All other associates, go to imAGine</li> </ul>
September–October	<b>Attend</b> an associate informational meeting in person or via a webinar  <b>Take the health risk assessment (HRA)</b> 	<b>For in-person meeting dates and locations:</b> <ul style="list-style-type: none"> <li>Plant associates, see your local HR office</li> <li>All other associates, go to imAGine</li> </ul> <b>Webinars dates &amp; times:</b> <ul style="list-style-type: none"> <li>October 19, 2011, from 3:00–4:00 p.m. (EST) or October 20, 2011, from 12:00–1:00 p.m. (EST)</li> </ul> <b>For call-in instructions, go to the AGBenefits website</b>
3 <sup>rd</sup> week of October	Carefully review your enrollment packet	The enrollment packet will be received at your home (plant associates will receive theirs at work).
October 31–November 11	<b>Annual open enrollment</b> —This is your once-a-year chance to make changes to your health care and other benefits.	<b>Enroll online</b> at <a href="http://www.americangreetingsbenefits.com">www.americangreetingsbenefits.com</a> or call 1-877-213-6240
November 11	<b>Last day to complete your confidential health risk assessment (HRA)</b> —Earn up to a \$210 credit toward your 2012 medical plan contributions. Get fellow associates participating so you can be entered in a raffle to win \$500.	<b>Go to</b> <a href="http://www.americangreetingsbenefits.com">www.americangreetingsbenefits.com</a> > Wellness > Health Risk Assessment (HRA).  Call 1-866-868-5484 for a paper HRA
End of November	Review your confirmation statement	The confirmation packet will be mailed to your home. If you have any questions or changes, contact the AGBenefits Solution Center at 1-877-213-6240.
December 31	<b>Last day to open your health savings account (HSA)</b> so you can receive the full company contribution (free money!) on January 10	Open your HSA (if you do not already have an OptumHealthBank HSA account) at <a href="http://www.optumhealthbank.com">www.optumhealthbank.com</a> (use AG group # 199947) or call 1-800-791-9361.
January 1	<b>2012 benefits elections are effective.</b>	
Throughout the year	<b>Look for communications</b> about ongoing wellness programs, events and incentives!  <b>Provide us your feedback</b> at <a href="mailto:livewell@amgreetings.com">livewell@amgreetings.com</a> .	

## Health savings accounts (HSAs) for associates enrolled in the Consumer Plans

**Get your free money up front!** American Greetings has decided to make the 2012 HSA contribution of \$300–\$1,000 in a lump sum on January 10, 2012 for associates enrolling in the Consumer Plans for the first time. You must open your HSA by December 31 if you do not already have an OptumHealthBank HSA account. If you open your HSA after December 31, company contributions will be prorated over the year. This means you will not get the full HSA contribution.



**Save up to the new 2012 maximum.** For 2012, IRS HSA contribution limits are \$3,100 for individual coverage and \$6,250 for family (employee plus one or more) coverage.

When you enroll in ...	AG Contributes (if you are not enrolled in Medicare)	You May Contribute
<b>Enhanced Consumer Plan</b>		
Single Coverage	\$500	From 0–\$2,600
Family Coverage	\$1,000	From 0–\$5,250
<b>Consumer Plan</b>		
Single Coverage	\$300	From 0–\$2,800
Family Coverage	\$600	From 0–\$5,650

## What You Need to Know and What's Changing

American Greetings reviews our benefits programs each year. We review market information to improve the quality and costs of our programs, and to maximize the value of the programs to both AG and our associates. Thank you for participating in focus groups, responding to our open enrollment survey and sending emails to [livewell@amgreetings.com](mailto:livewell@amgreetings.com). As a result of your responses, we'll be implementing additional consumer education programs to help you learn how to be better health care consumers. This year we will be adding more wellness programs and incentives. And, as you requested, we'll continue communicating in a variety of ways: online, email and in printed materials mailed to your home and available at plants.

The following provides more details on what is changing for 2012.

### Medical

- 1 As previously announced, the **Network Only Plan is being eliminated**. If you are enrolled in this plan, you should choose a new plan during annual open enrollment. However, if you don't, you will be moved to the Enhanced Consumer Plan at your current coverage level (individual or family). Network Only Plan participants will receive a letter at home in October with more details.
- 2 American Greetings continually works to control health care premium costs.
  - **Premium increases to the Consumer Plans will be nominal** (and much lower than the Traditional Plan).
  - **The Traditional Plan premiums will increase significantly** from the 2011 premiums because this plan doesn't control costs as effectively as the Consumer Plans.

- 3 **It really pays to be tobacco free—in more ways than one.** Not only will you improve your health, but the non-smoker discount will be **15%** on your total premium for 2012.

Quitting the tobacco habit is good for your health and your pocketbook. If you quit during the year, you can change to non-tobacco user status. Also, if during the year you or a participating family member becomes a tobacco user, you will need to report that change; you will no longer be eligible for the non-smoker discount. Go to AGBenefits > Wellness > Tobacco-free Discount to learn how to change your status.

- 4 The **health risk assessment (HRA) needs to be completed by November 11, 2011**, to receive the HRA credit.

**New for 2012: You could win \$500 for your HRA participation or \$250 if your spouse participates.** If 75% of enrolled associates/spouses at your location participate in the HRA, all participating associates at your location will be eligible to win these raffle prizes. There will be at least one associate and one associate winner for spouse participation at each location that reaches 75% participation. One out of 43 associates will win—that means you could be one of the up to 80 lucky winners!

- 5 **New diabetes education coverage!** Receive up to **\$750** (lifetime maximum) for participating in diabetes education classes or programs through your medical plan. If you are diabetic, contact your medical plan provider for details.

## 6 Associates located in Ohio:

For 2012, you can now choose between two administrators for the Consumer Plans. UHC or Medical Mutual of Ohio (if you live in the MMO service area). Medical Mutual **offers the SuperMed network, which includes the Cleveland Clinic Health System**. Medical Mutual has preferred rates with the Cleveland Clinic Health System, which means you pay less during the year. **UHC's network includes Cleveland Clinic and University Hospitals.**

## Dental

**The dental two-year election requirements are changing to every even-numbered year**, starting in 2012. This means all associates will get to make a dental election for 2012 and the elections you make or default to this year during open enrollment will be in place for 2012 and 2013 (unless you experience a qualifying life event).

For 2012, dental plan monthly premium rates will be :

Coverage Level	DMO - Aetna	PPO - Met Life
EE Only	\$21.24	\$20.81
EE + Spouse	\$41.13	\$45.50
EE + Children	\$42.95	\$51.22
EE + (Spouse & Children)	\$63.57	\$77.10

## Disability

**Optional long-term disability rates are going down by about 12%** for associates who pay 100% of the cost for this coverage (which are the nonexempt, part-time exempt and Territory Leads). Eligible associates who do not have this coverage may purchase it during annual open enrollment, subject to evidence of insurability.

## Eligible dependents

New for 2012, eligible dependents will also include:

- Your same-sex partner's eligible children up to age 26 (medical coverage only);
- Your same-sex partner's eligible dependent children up to the age of 19, or 23 if a full-time student (programs other than medical).



When considering your needs and preferences, review the plan's benefits and costs. A summary is provided below. More details will be provided in your open enrollment packet that you will receive the third week of October.

## Summary of Health Plan Options for 2012

Medical Plan	Enhanced Consumer Plan	Consumer Plan	Traditional Plan
Paycheck deductions	Low cost	Lowest cost	Highest cost
Annual deductible (in-network)	\$1,200 Single/ \$2,400 Family (medical & Rx)*	\$2,000 Single/ \$4,000 Family (medical & Rx)*	\$500 Single/ \$1,500 Family
Health savings account contribution from American Greetings	\$500 Single/ \$1,000 Family	\$300 Single/ \$600 Family	N/A
In-network co-insurance (% plan pays for covered services after meeting the deductible)	90%	85%	85%
Preventive care (in-network only)	100%, no deductible	100%, no deductible	100%, no deductible
In-network out-of-pocket maximum	\$2,000 Single/ \$4,000 Family (includes deductible, medical and Rx)	\$2,500 Single/ \$6,000 Family (includes deductible, medical and Rx)	\$1,750 Single/ \$5,250 Family (does not include deductible) <b>Plus Rx: \$1,500 Single/ \$2,000 Family</b>



\* Drugs on the preventive drug list are not subject to the deductible.

**Remember, you can cover only eligible dependents.** Open enrollment is your opportunity to add eligible dependents and drop ineligible dependents from coverage. **A random eligibility audit for dependents** may be conducted by American Greetings in 2012. If any of your covered dependents are ineligible for coverage, you may be responsible for any claims paid, you may lose your own coverage, and you may be subject to disciplinary action. If you're unsure about eligibility, please contact the AGBenefits Solution Center at 1-877-213-6240, check the AGBenefits website or check your plant location's information stand.

## Other important updates

- American Greetings medical plans provide a variety of maternity support programs for you and your eligible dependents. For this reason, we have decided to end the Careful Beginnings program, beginning January 1, 2012.
- Last fall, you heard that the value of your medical benefit coverage would be reported on your 2011 W-2 form. The Department of Labor has delayed implementation of this requirement for one year, until the 2012 W-2.
- The short-term disability program and the life insurance and long-term disability summary plan description have been updated and are available on the AGBenefits website at [www.americangreetingsbenefits.com](http://www.americangreetingsbenefits.com). You can also request a paper copy by calling the AGBenefits Solution Center at 1-877-213-6240.

Watch for more **free wellness programs** to be announced. These are in addition to the numerous current American Greetings resources—such as free Wellness Coaching through OptumHealth, free condition management, local health events and seminars. By getting healthier, you can improve your quality of life, lower your risk for some chronic conditions and lower your costs. Always make sure to check with your doctor before beginning any new diet or exercise program.

We have also included some employees' examples. They can help you think about what's important to you and how others choose medical plans. To read about Bob, Maria, Joan and others, go to [www.americangreetingsbenefits.com](http://www.americangreetingsbenefits.com) > Medical /Rx/Dental/Vision > How To Choose > People Like Me. (See your local plant HR office for a paper copy.)

## Does this sound like you?



**Bob:** Single, wants affordable coverage. #1 priority: Low monthly contributions. Bob selected the Consumer Plan. It has the lowest monthly premium.



**Maria:** Married with two kids. Asthmatic daughter needs lots of care. #1 priority: Fixed cost with the lowest risk for other first-dollar costs. Maria selected the Traditional Plan, which has a higher monthly cost and the lowest deductible.



**Joan:** Single mom with two kids. Son is diabetic, daughter has severe allergies and Joan is on cholesterol-lowering medication. #1 priority: Low monthly premiums and lowest out-of-pocket costs. Joan selected the Enhanced Consumer Plan. The monthly premiums are low and the AG HSA contribution helps to pay for medical costs!

**Coming the third week of October:** A benefits enrollment packet complete with detailed plan information and enrollment instructions. **Look for it!**



Want more details about  
American Greetings benefits?  
Have questions?

Visit the AGBenefits website at  
[www.americangreetingsbenefits.com](http://www.americangreetingsbenefits.com),  
contact the AGBenefits Solution Center at  
1-877-213-6240,

or check out the plant information materials stand or  
email [livewell@amgreetings.com](mailto:livewell@amgreetings.com).

This newsletter serves as a Summary of Material Modification ("SMM") and advises you of changes in the information presented in the Summary Plan Description ("SPD") for the American Greetings Health and Welfare Plan (the "Plan"). The information contained in this SMM replaces contrary information in your SPD. You should retain this document with your copy of the SPD. Defined terms in this SMM have the same meaning as in the SPD. In the event of a conflict between this and any other description of these benefits plans, the plan documents, service agreements and insurance contracts will govern. As with all company-sponsored benefits plans, American Greetings reserves the right to amend, modify, revoke or terminate these plans in whole or in part at any time where legally possible. Neither this document nor participation in the benefit plans described here constitutes a promise of continuing employment with American Greetings.