

For Immediate Release**HealthMetrix Research Selects Central Health Medicare Plan Website for 2010 MedicareWebWatch Certification**

COLUMBUS, Ohio (September 15, 2010) – HealthMetrix Research Inc., an independent healthcare research firm, announces the selection of the Central Health Medicare Plan Medicare Advantage plan website for **MedicareWebWatch** certification. The website was selected for certification following a comprehensive review by HealthMetrix Research of over 135 Medicare Advantage websites. **MedicareWebWatch** certification recognizes excellence in Medicare plan website content, connectivity, design and privacy assurance. According to HealthMetrix Research Inc. president Alan Mittermaier:

"Given the increasing necessity for Medicare Advantage plans to communicate detailed information and execute transactions via the internet, plan websites must provide a high-value, positive experience for plan members, caregivers and guests. Central Health Medicare Plan was chosen for **MedicareWebWatch** certification based on the high relevance and readiness of their Medicare Advantage website. HealthMetrix Research is pleased to recognize Central Health Medicare Plan for its outstanding preparedness as members encounter substantial changes to the Medicare Advantage program."

MedicareWebWatch certification is based on HealthMetrix Research's methodology that addresses 50 website features related to: plan-specific content; external content resources; member connectivity; design and navigation; privacy and security. Certification details are available at www.MedicareWebWatch.com. HealthMetrix Research Inc. neither recommends nor endorses specific Medicare plans or products.

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***"Excellence in Website Content, Connectivity,
Design and Privacy Assurance"***

For certification details, visit www.MedicareWebWatch.com
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