

**For Immediate Release****Central Health Plan Receives Senior Choice Gold Award for Excellence in 2008 Medicare Plan Benefits in Los Angeles County**

COLUMBUS, OH (November 1, 2007) – **Central Health Plan** is one of 35 Medicare plans nationally to be recognized for cost-sharing effectiveness and value in the design of their 2008 medical and Part D prescription drug benefits for Medicare beneficiaries. The *Central Health Medicare Plan* is the only Medicare Advantage plan in Los Angeles County to qualify for the 2008 Senior Choice Gold Award.

The award recipients were selected from over 200 Medicare managed care plans based on cost-sharing comparisons conducted by **HealthMetrix Research Inc.**, a national independent managed care research firm. In announcing the 2008 Senior Choice Gold Award recipients, **HealthMetrix Research** and **MedicareNewsWatch.com** president Alan Mittermaier pointed out the importance of the award for Medicare beneficiaries:

"This award responds to the concerns and uncertainties that beneficiaries have with the out-of-pocket costs incurred when they enroll in a Medicare Advantage plan. **Central Health Plan** has demonstrated a commitment to delivering maximum value in the design of their plan benefits, copayments, deductibles, and premiums. We believe that informed beneficiaries can rely on this award as an indication of excellence just as they rely on other awards and consumer ratings that recognize excellence in quality of care, health outcomes and member satisfaction."

The award selections were based on the 2008 estimated cost-sharing comparisons conducted in over 120 cities during October 2007 by **HealthMetrix Research Inc.** The annual comparisons estimate the out-of-pocket costs for beneficiaries based on health status categories (healthy/episodic/chronic) and corresponding utilization of the most common plan benefits (physician office visits, emergency or urgent care, hospital care, prevention care, prescriptions). The comparisons identify the Medicare plans with the lowest and highest estimated annual out-of-pocket costs based on the approved 2008 member copayments, deductibles and premiums that appear in the Medicare Options Compare database ([www.medicare.gov](http://www.medicare.gov)).

**HealthMetrix Research Inc.** has provided independent information to a national audience of managed care organizations and consumers since 1996. The **COST SHARE REPORT** is the most current analysis of Medicare plan cost-sharing available. **HealthMetrix Research Inc.** neither recommends nor endorses specific Medicare managed care plans.

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***"Excellence in Medicare Benefits Value"***

The Senior Choice Gold Award is based on independent comparisons of the approved 2008 MA-Part D plan benefits for Aetna, Blue Cross, Blue Shield, Care1st, CareMore, Central Health Plan, Citizens Choice Healthplan, Health Net, Kaiser Permanente, MD Care, Molina HealthCare, San Miguel Health Plan, SCAN, Secure Horizons.

For comparison details, visit [www.MedicareNewsWatch.com](http://www.MedicareNewsWatch.com)  
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**For Immediate Release****Central Health Plan Named Among Best 2008 Medicare Part D Benefit Values by HealthMetrix Research**

COLUMBUS, Ohio (December 3, 2007) – Central Health Plan is one of 23 Medicare Advantage plans nationally to be recognized for the design of its Part D drug benefits. Central Health Plan's *Medicare Advantage* plan available in Los Angeles County was recognized in the 2008 COSTSHARE REPORT findings released by HealthMetrix Research Inc., a national independent managed care research firm, and the [MedicareNewsWatch.com](http://www.MedicareNewsWatch.com) website. The findings were based on estimated 2008 cost-sharing for over 400 Medicare Advantage plans offering \$0 premium and \$0 deductible drug coverage benefits in over 90 markets.

According to HealthMetrix Research and [MedicareNewsWatch.com](http://www.MedicareNewsWatch.com) president Alan Mittermaier:

"Central Health Plan has demonstrated a commitment to delivering maximum value in the design of their Part D drug benefits. The \$0 premium along with \$0 annual deductible minimizes out-of-pocket drug costs for members regardless of their health status. What separates Central Health Plan from other plans is the extended coverage available throughout the 'gap' or 'donut hole' when seniors would otherwise have no drug coverage until reaching \$4,050 in annual out-of-pocket costs. By doing so, Central Health Plan also minimizes much of the confusion factor associated with other Part D drug plans."

The COSTSHARE REPORT estimates annual out-of-pocket costs for Medicare Advantage plan members based on health status (healthy/episodic/chronic) and corresponding utilization of the most common plan benefits (physician office visits, emergency or urgent care, hospital care, prevention care, prescriptions). Each Medicare plan's approved 2008 member copayments, deductibles and premiums appear in the Medicare Options Compare database ([www.medicare.gov](http://www.medicare.gov)).

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The independent COSTSHARE REPORT includes approved 2008 plan benefits for Medicare Advantage plans in Los Angeles County. Reprinted with permission and distributed by Central Health Plan. Medicare has neither reviewed, nor endorses this information.