

**For Immediate Release****Central Health Plan Receives Senior Choice Gold Award for Excellence in 2011 Medicare Plan Benefits in Los Angeles County**

COLUMBUS, Ohio (October 28, 2010) **Central Health Plan** is one of 30 Medicare plans nationally to be recognized for cost-sharing effectiveness and value in the design of their 2011 medical and Part D prescription drug benefits for Medicare beneficiaries. **Central Health's Medicare** plan is the only Medicare Advantage plan in Los Angeles County to qualify for the 2011 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 2011 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 2011 estimated cost-sharing comparisons conducted in over 120 cities during October 2010 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 2011 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 **COSTSHARE REPORT** is the most independent 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 2011 MA-Part D plan benefits for Anthem Blue Cross, Blue Shield, Care1st, CareMore, Central Health Plan, Citizens Choice Healthplan, Easy Choice, Health Net, Humana, Inter Valley, Kaiser Permanente, MD Care, Molina Healthcare, SCAN, Secure Horizons.

For comparison details, visit [www.MedicareNewsWatch.com](http://www.MedicareNewsWatch.com)  
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**For Immediate Release****Central Health Plan Receives Senior Choice Gold Award for Excellence in 2011 Medicare Plan Benefits in Orange County**

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