

Longevity Alliance Makes Choosing a Medicare Part D Plan Easier

Longevity Alliance makes available Medicare Part D drug coverage plans from two companies to consumers in the final weeks of the open enrollment period.

Washington, DC (PRWEB) April 27, 2006 -- Longevity Alliance announced today that it will offer six Medicare Part D prescription drug coverage plans from two companies to consumers in the final weeks of the open enrollment period. With the selection of Coventry Health Care and Community CareSM Rx (CCRx), offered through MemberHealth, Inc., Longevity Alliance provides consumers with two clear choices to compare.

“There are so many choices, consumers are in the dark about how to choose the right plan for them,” said Steve Zaleznick, CEO of Longevity Alliance. “We researched the marketplace and identified two companies that we believe offer consumers a good choice of plans, a range of benefits, competitive prices and a commitment to the market. When a consumer calls us we can easily compare the benefits of these two products against their needs and come up with a solution.”

Making the decision easier is important since Medicare recipients have only until May 15 to enroll in the plan. If they enroll after that date they may face a monthly penalty of 1% each month.

“Coventry is pleased with the Longevity Alliance decision to endorse our AdvantraRx Part D products based on their value and our commitment to providing world-class service to Medicare beneficiaries. Coventry supports the Longevity Alliance model of helping Medicare beneficiaries make informed decisions regarding their Part D options.” said Fran Soistman, Executive Vice President.

Charles Hallberg, founder and CEO of MemberHealth, stated, “We are pleased that the CCRx plans were selected by Longevity Alliance. With over 1 million enrollees to date in our Part D plan, beneficiaries are recognizing our programs as the alternative that promotes and supports the importance of the beneficiary and pharmacy relationship. The CCRx plans are designed to be straightforward, with no hidden costs, and our formulary is constantly evolving to encompass the broadest spectrum of medications and provide options to our beneficiaries and their pharmacists.”

Longevity Alliance is one of the few companies in the country that is offering consumers a choice of products when they call to purchase a Part D plan. “Selling a single plan does not make the purchasing process easier for older adults. Our ability to consult and compare two plans is better for the consumer,” Zaleznick noted.

Longevity Alliance (www.longevityalliance.com) is an independent services company headquartered in Washington, DC that helps older adults and their families find ways to minimize the financial risks that can come with longer lives. It offers longevity-related financial and health insurance products. For each product category, the Longevity team identifies several of the best companies based upon financial stability, rate competitiveness, product benefits and customer service. The management team has over 65 combined years of experience in the mature market and insurance. Insurance Quote Services, a Longevity Alliance company, has been selling term life insurance for more than 20 years.

Coventry Health Care is a national managed health care company based in Bethesda, Maryland operating health plans, insurance companies, network rental / managed care services companies, and workers’ compensation services companies. Coventry provides a full range of risk and fee-based managed care products



and services, including HMO, PPO, POS, Medicare Advantage, Medicare Prescription Drug Plans, Medicaid, Workers' Compensation and Network Rental to a broad cross section of individuals, employer and government-funded groups, government agencies, and other insurance carriers and administrators in all 50 states as well as the District of Columbia and Puerto Rico. More information is available on the Internet at www.cvty.com and www.firsthealth.com.

MemberHealth, Inc., (www.mhrx.com) a rapidly growing and innovative national Prescription Benefit Management company (PBM), headquartered in Solon, Ohio, is focused on re-aligning the trusted, transparent interrelationships among the patient, physician, and the pharmacist in pharmaceutical care. MemberHealth offers insured, self-insured and discount prescription programs, with over 60,000 pharmacies in its nationwide network of retail, long-term care, home infusion and Indian Health Service/Tribal/Urban Indian Health Program (ITU) pharmacy settings. MemberHealth is one of ten national Medicare Part D sponsors, offering prescription drug plans under the Community Care RxSM brand.

For more information, visit our updated website at www.mhrx.com.

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Contact Information

Laura Rossman

LONGEVITY ALLIANCE

<http://www.longevityalliance.com>

202-457-1935 1002