

June 16, 2010

## **Top-Rated Local Medicare Advantage Plan Reaches 27,000 Member Milestone**

Physicians Health Choice- a local Medicare Advantage Organization recognized for their affordable health plans and pro-active approach to wellness is celebrating a landmark event, just shy of their fifth anniversary. Operating Medicare health plans in seven service areas across four states, Physicians Health Choice exceeded its Annual Enrollment Period sales goals and in turn reached the 27,000 member milestone.

Beginning operations in 2005 with a humble 835 member population, doctor-owned Physicians Health Choice was fated for success when it introduced premium-free health plans that included extras such as dental, vision, hearing and more- with no extra charge. Combined with a Disease Management program that focuses on helping those with chronic disease states, Physicians Health Choice has gained popularity with Medicare beneficiaries and their physicians alike. Their unique approach to contracting with physicians that are focused primarily on caring for older adults is setting them apart from their competitors in the marketplace.

When asked to comment on the fast-growing success of Physicians Health Choice, Tamara Schumacher-Konick, Vice President of Sales for the health plan states, “We don’t have slick sales staff that make promises they can’t keep. What we do promise is to fit you with an affordable plan, excellent benefits and the best doctors in the area; the plan practically sells itself.” Furthermore, “We didn’t sign up 27,000 Medicare eligibles overnight. With the help of a knowledgeable, welcoming Customer Service team, better –and more- benefits each year, our members are happy to stay with us,” adds Schumacher-Konick.

For more information about Physicians Health Choice and their award-winning Medicare Advantage plans, visit [www.PHCcares.com](http://www.PHCcares.com) and [www.saludPHC.com](http://www.saludPHC.com).

**Physicians Health Choice** is a physician-owned Medicare Advantage Organization that is contracted with the Centers for Medicare & Medicaid Services (CMS) to provide health plans to Medicare-eligible individuals. Headquartered in San Antonio, Texas, Physicians Health Choice began operations in 2005 as a subsidiary of WellMed Medical Management, Inc.- a medical management company with more than 19 years of experience providing quality medical care to older adults in San Antonio and Austin, Texas and along Florida’s Treasure Coast.

Today, Physicians Health Choice offers more than 30 Medicare Advantage health plans to more than 25,000 members across the southern United States- including Austin, Corpus Christi, El Paso and the Rio Grande Valley in Texas; Las Cruces and Alamogordo, New Mexico; Little Rock, Arkansas and Ft. Lauderdale and Palm Beach county, Florida. The company’s mission is to *change the face of health care delivery for seniors.*