

**NEWS RELEASE**  
**January 2007**

## **HealthPlus Launches New PPO**

**Flint, MI** □ There's a new health insurance company in town – and it comes with a familiar name. HealthPlus of Michigan, which has provided health maintenance organization (HMO) health plans to mid-Michigan employees and residents since 1979, now offers Preferred Provider Organization (PPO) health coverage to employers.

HealthPlus, which has received numerous national and statewide accolades for its efforts to keep its members healthy, continues to emphasize preventive health care services in its PPO offering. HealthPlus PPO members also will be able to receive care from virtually any doctor or hospital without having to get a referral. The plan includes coverage for emergencies while traveling, programs for members with diabetes or heart disease and opportunities for discounts on fitness club fees, weight loss programs and more.

“Our goal was to create a smarter, better PPO that would allow us to provide employers with a full menu of health care options for their employees,” said HealthPlus President and CEO David Crosby. “We believe that we’ve developed an innovative new product that offers preventive care and excellent customer service – things that differentiate us from other health plans. Employers now can contract exclusively with HealthPlus and provide their workforce with a choice of HMO and PPO plans with flexible, affordable benefits.”

HealthPlus of Michigan's new PPO will be part of its new subsidiary, “HealthPlus Insurance Company,” which was created to provide HealthPlus with greater flexibility to meet the unique needs of its customers. This will be HealthPlus' third subsidiary joining HealthPlus Partners, an HMO serving Medicaid beneficiaries, and HealthPlus Options, which provides third-party

**-more-**

administrative services for employers that choose to “self-fund” their employee medical costs. HealthPlus also offers health plans for Medicare beneficiaries and MiChild recipients and provides administrative services for County Health Plans serving Genesee, Saginaw and Bay Counties. Total membership in all HealthPlus plans combined recently surpassed 200,000.

“Our wide range of products and services allows us to meet many of the different health coverage needs in the communities we serve,” said Crosby. “We are pleased to be able to offer health care solutions to so many.”

As HealthPlus’ range of products and services expand, so must its workforce. A total of more than 400 employees staff HealthPlus’ two offices in Flint and Saginaw.

“Our vision is a healthier community and we take pride in our ability to invest in the communities we serve by providing jobs and supporting community initiatives. As we evolve and grow as an organization, we remain committed to being an involved corporate citizen.”

The new PPO product offering complements HealthPlus’ recent efforts to expand its service area and network of health care providers. These efforts have resulted in new partnerships that include several area hospitals and their affiliated physicians, including Beaumont Hospitals in Oakland County and Mid-Michigan Medical Center in Midland County.

In 2006, all of HealthPlus’ product lines – Commercial, Medicare and Medicaid – were recognized as being among “America’s Best Health Plans 2006” by U.S. News and World Report in the magazine’s Nov. 6 issue. HealthPlus was the only plan in the state and one of only three nationally to make all three lists.

###