



NEWS

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Elder Health to Offer New Medicare Plan in Houston

Houston, TX, August 15, 2005 – Elder Health Texas will begin offering a new Medicare health plan in Houston, September 1. Elder Health Texas is a subsidiary of Elder Health, Inc., its Baltimore-based parent. Elder Health is a national corporation, offering popular Medicare health plans throughout Maryland, Pennsylvania and Washington, D.C.

“We may be new to the Houston market,” said Michael Steele, Elder Health co-founder and Chief Executive Officer, “but we have been providing Medicare plans to seniors for over 10 years in four major markets and are in tune with the needs of Medicare beneficiaries. Our goal in Houston is to bring comprehensive health coverage with a high degree of financial security and peace of mind to Medicare beneficiaries.”

Elder Health strongly encourages preventive care and makes health services more accessible and more affordable, according to Greg Cortez, M.D., Medical Director for Elder Health Texas.

“Elder Health’s proven track record and medical management model shows that appropriate preventive care and chronic disease case management can lead to healthier members, thus reducing the need for nursing home placement,” stated Dr. Cortez.

(Houston Market, more)

Dr. Cortez also noted that Elder Health's *Select* plan in Houston provides coverage beyond traditional Medicare benefits. These added services, provided at no additional premium to the member, include Primary Care Physician office visits, no referrals to see Elder Health specialists, routine physical exams, dental, vision and podiatry services, and transportation to and from plan medical provider appointments.

"With our transportation service, *Call-A-Ride*, combined with low hospital deductibles and primary care physician office visits with no co-payments, coinsurance or deductibles, we know Elder Health presents a very attractive choice for Medicare beneficiaries who are looking for quality and easy access to health benefits." according to Mr. Steele.

Steele said Elder Health's move into the Houston market was a natural step for the company, which represents the execution of a strategic expansion plan to serve the growing number of Medicare eligible seniors in Texas.

"At Elder Health, we value and respect all seniors and are committed to treating our members with dignity and care. Elder Health's innovative benefits have been warmly received by seniors wherever they have been introduced. This is true for Medicare beneficiaries, as well as providers, because of the significantly reduced out-of-pocket costs for seniors," Steele added.

Elder Health Texas is a health plan with a Medicare contract which is part of Elder Health, Inc., a ten-year old company focused on innovation and services for Medicare beneficiaries. Elder Health's plans emphasize preventive services, wellness, and added benefits at reduced cost to promote member health.

FOR MORE INFORMATION, CONTACT: Carol Tillman, Vice-President of Operations, 210-525-9544.

