

# MEDICA®

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## **Medica Introduces Health Plan Targeting Large Uninsured Group: 50-64 Year Olds**

*Medica Encore to be Introduced at the Minnesota State Fair*

MINNETONKA – Medica today announced the launch of Medica Encore, a new product aimed at Minnesota residents aged 50-64 who don't have health coverage through employers or other group sponsors. Based on data from the University of Minnesota's State Health Access Data Assistance Center, Medica estimates that about 30,000-40,000 Minnesotans in the 50-64 age group are uninsured.,

Medica Encore is designed to help people in this age group protect their assets by providing an immediate \$400 in coverage for preventive care, along with catastrophic coverage offered in a range of high deductibles. The product is available to individuals only; family coverage is not offered. Although Medica Encore is targeted at people aged 50-64, anyone three months old to age 64 may be eligible for a Medica Encore policy. September 1, 2008 is the first effective date for enrollment in the product.

Medica Encore will be introduced at the 2008 Minnesota State Fair with a high profile at the Medica booth. Medica last year introduced Medica Solo (targeting 19-29 year-olds) at the venue, which resulted in an overwhelmingly positive response from consumers. Due to such high visibility at the Fair, Medica Solo very quickly had several hundred members enrolled, many of them previously uninsured.

Medica Encore members have access to Medica Choice, the health plan's broadest network. They also will have a travel benefit that allows members to receive in-network benefits outside of Medica's service area. Provided at no additional cost, members may use a national network of providers that includes about 500,000 physicians, 4,600 hospitals and 160,000 pharmacies. To locate a participating network provider, members may visit [www.mymedica.com](http://www.mymedica.com) or [www.medica.com](http://www.medica.com) and click "Find A Doctor" to access the travel network.

"We are very pleased to offer Medica Encore as the newest option within our comprehensive line of individual products," said Craig Ashby, Medica director of individual products. "We think it is a great product that allows our members to have peace of mind about their health coverage while also protecting their financial assets. Additionally, we hope that this product – unique in Minnesota to specifically target 50-64 year-olds, will help reduce the uninsured rate in this age group."

### **About Medica**

Serving more than 1.3 million members, Medica is a health insurance company headquartered in Minneapolis and active in the Upper Midwest. The non-profit company provides health care coverage in the employer, individual, Medicaid, Medicare and Medicare Part D markets in Minnesota and a growing number of counties in North Dakota, South Dakota and Wisconsin. Medica also offers national network coverage to employers who also have employees outside the Medica regional network.

Medica has the highest accreditation status, Excellent, from the National Committee for Quality Assurance (NCQA®) for its Minnesota Medicaid HMO plans and commercial health plans in Minnesota and North Dakota. Medica's vision is to become the community's health plan of choice, trusted for its integrity, respected for its service, and admired for its commitment to innovation and efficiency.