



Today's Options® PPO

UAM Giving Back Press Release – DRAFT
CICOA Aging & In-Home Solutions

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CICOA Receives Grant from Today's Options®

*Monies will be used to support Low Income Subsidy and
Medicare Savings Program outreach*

INDIANAPOLIS, Ind. (JANUARY 4, 2010) –CICOA Aging & In-Home Solutions, Indiana's largest area agency on aging, is pleased to announce that it has received a \$15,000 grant from Today's Options® PPO, a Medicare Advantage Health Plan offered through the Universal American family of companies. The Company's *Collaborating for Good Health* Giving Back Program will support CICOA in its mission to help older persons and those of any age with a disability to live with the greatest possible independence, dignity and quality of life.

"We are delighted that our organization was selected for this donation," said Orion H. Bell IV, president and CEO of CICOA. "We recognize that the health and well-being of our seniors is dependent on support from generous community partners like Today's Options PPO."

CICOA will use the grant money to fund both presentations for groups and individuals to educate people with Medicare about Medicare Supplemental Insurance, Medicare Advantage Health and Prescription Drug Plans (HMOs, PPOs and PDPs), Medicare Savings Programs, and the Low Income Subsidy and Medicare fraud issues. Time will also be spent assisting people with the application process for Medicare Savings Programs, the Low Income Subsidy and filing Medicare appeals if necessary. Finally, CICOA will produce

and distribute 10,000 informational fliers through senior centers, churches and other community organizations, informing limited income seniors of the financial assistance that may be available to them.

According to Greg Alexander, vice president and general manager for Indiana for Universal American, “Our Healthy CollaborationSM model demonstrates our approach to healthcare in recognizing that the key to an older adult’s well-being is their relationship to the community. It is an honor to support organizations like CICOA that share this same commitment to embracing older adults and helping them access the benefits they deserve.”

Universal American, through its family of healthcare companies, is focused on providing comprehensive and affordable healthcare for people with Medicare. Universal American’s Medicare Advantage plans are based on A Healthy CollaborationSM, which is a dedication to working collaboratively with its members and their healthcare professionals in order to improve their overall health and well-being.

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About CICOA Aging & In-Home Solutions

CICOA Aging & In-Home Solutions is the premier source of information and access to resources for seniors and persons with disabilities living in Central Indiana. Through a network of agencies, service groups and volunteers, CICOA provides home care services including personal home care, home-delivered meals, home health care, senior transportation services, respite care and caregiver assistance. Annually CICOA provides in-home care management to more than 3,750 clients, delivers more than 515,000 nutritious meals to homes and 33 neighborhood sites, and provides respite care and supplemental services to 1,500 caregivers. CICOA’s Aging & Disability Resource Center handles more than 44,000 calls per year from people seeking assistance with aging and disability issues. CICOA is a leader in community change with its Lifelong Living Communities Initiative designed to make central Indiana the most elder-friendly community in the country. To learn more about CICOA visit www.cicoa.org.

About Today’s Options PPO[®] and Universal American

Today’s Options[®] PPO is a Medicare Advantage plan that is dedicated to working collaboratively with members and their healthcare professionals in order to improve their health and well-being.

Universal American (NYSE: UAM), through its family of healthcare companies, offers over two million people with Medicare complete and affordable coverage every day. For more information on Universal American and its Medicare Advantage and Prescription Drug Plans, which include: Today's Options® PPO, Today's Options® PFFS, Community CCRxSM PDP and PrescribaRxSM PDP, offered in the Indianapolis area, visit our Web site at www.UniversalAmerican.com.

About Universal American's *Collaborating for Good Health Giving Back Program*

Through its Giving Back Program, Universal American supports local organizations that are dedicated to helping older adults and people with Medicare maximize access to services and improve their quality of life.