



UAM Giving Back Press Release –

Senior Connections, The Capital Area Agency on Aging

Media Contact: Hannah Robinson Community Relations Coordinator

Phone: 804.343.3046

Email: hrobinson@youraaa.org

**Senior Connections, The Capital Area Agency on Aging
Receives Grant from Universal American**

Monies will be used to educate and assist limited income seniors to manage their medications, finances and Medicare costs

RICHMOND, VA, (JANUARY 17, 2010) – The Capital Area Agency on Aging (CAAA) is pleased to announce that it has received a \$25,000 grant from Universal American and its family of companies which offers Medicare Advantage health plans and Medicare prescription drug plans. Universal American's *Collaborating for Good Health* Giving Back Program will support Senior Connections, The Capital Area Agency on Aging in its mission to enable seniors in the Richmond area to live with dignity and choices in their homes and communities for as long as possible.

"We are delighted that Universal American has selected our organization for this donation," said Thelma Bland Watson, executive director "We recognize that the health and wellbeing of our seniors is dependent on support from generous community partners like Universal American."

The funding from Universal American will be used to provide services for seniors including health education classes and assistance with managing their medications and their finances. The grant will also support a program that provides assistance applying for government funded limited income programs for people with Medicare who have trouble paying for their prescription medications. Specifically, \$5,000 of this grant will go towards the creation of a Compassionate Care Pharmacy in the Richmond area to provide access to free medications to people who qualify for patient assistance programs (PAPs) offered by drug manufacturers. The people eligible for these programs are often people with limited incomes and with Medicare who have fallen into the Medicare

Part D coverage gap. They will be screened for PAPS as well as government funded low income programs like Medicare Savings Programs and the Low Income Subsidy.

According to Renee Friddle, vice president and general manager of Virginia for Universal American, “Our Healthy CollaborationSM model demonstrates Universal American’s approach to healthcare in recognizing that the key to an older adult’s wellbeing is their relationship to the community. It is an honor to support organizations like Senior Connections, The Capital Area Agency on Aging that shares 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 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 wellbeing.

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About Senior Connections, The Capital Area Agency on Aging

Senior Connections, The Capital Area Agency on Aging is a private nonprofit agency and one of the 700 area agencies on aging nationwide that provide information, advocacy, and support services for older adults and their caregivers under the federal Older Americans Act. Senior Connections has served the citizens of Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent and Powhatan Counties and the City of Richmond for over 36 years.

About Universal American

Universal American (NYSE: UAM), through its family of healthcare companies, offers benefit plans designed to promote collaboration among our members and their healthcare professionals. This Healthy CollaborationSM improves the health and well being of more than two million people with Medicare 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 Richmond 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 increase their quality of life.