



Contact:
Joan Williams
Media Relations & Member Programs
Jwilliams2@whptn.com
Office: (615) 782-7994
Cell: (615) 613-2167

FOR IMMEDIATE RELEASE
October 14, 2011

Windsor Health Plan, Inc. Launches Enrollment for Medicare Advantage Products in 28 Total States

Windsor Medicare Extra, WindsorSterling and Windsor Rx plans now available to more than 13 million Medicare beneficiaries

NASHVILLE, Tenn. – Windsor Health Plan, Inc. announces 2012 Medicare Advantage plans, under the Windsor Medicare Extra (HMO and HMO SNP), WindsorSterling (PPO and PFFS) and Windsor Rx PDP (stand-alone Part D prescription drug plans) are now available to millions of Medicare beneficiaries across the country. Recently, Sterling Life Insurance Company partnered with Windsor Health Plan to provide more resources, member support and plan options for Medicare Advantage beneficiaries. 2012 products from Sterling will carry the WindsorSterling name.

Medicare beneficiaries can enroll in the new 2012 plans from October 15, 2011 through December 7, 2011, and coverage will begin on January 1, 2012.

“We are pleased to continue to offer benefit rich Medicare Advantage plans to Medicare beneficiaries across the country,” said Michael Bailey, president of Windsor Health Plan, Inc. “We offer a wide array of extra benefits such as routine dental, vision and hearing coverage, and have added more over-the-counter (OTC) health and wellness products to our benefit. And while most plans have increased premiums and costs, our Windsor Medicare Extra and Windsor Rx premiums remain the same, or maybe even lower than last year.”

2012 Medicare Advantage plans under the Windsor Medicare Extra product line are available in 204 counties throughout Alabama, Arkansas, Mississippi, South Carolina and Tennessee, and include traditional Medicare Advantage plans and special needs plans for those with chronic conditions. Windsor Medicare Extra also has a special needs plan for beneficiaries who are dually eligible for both Medicare and Medicaid.

2012 WindsorSterling Medicare Advantage PPO and PFFS plans have expanded to 871 counties across 21 states. WindsorSterling Medicare Advantage plans are available in certain counties in Alabama, Arkansas, Colorado, Georgia, Idaho, Illinois, Kansas, Kentucky, Louisiana, Missouri, Mississippi, Montana, North Carolina, Ohio, Oklahoma, South Carolina, Tennessee, Texas, Utah, Washington and West Virginia.

Windsor Rx Part D prescription drug plans are available in 19 states in 2012. Windsor’s stand-alone Part D prescription drug plans are available throughout Alabama, Arkansas, Idaho, Iowa, Louisiana, Minnesota, Mississippi, Montana, Nebraska, North Dakota, Oklahoma, Oregon, South Carolina, South Dakota, Tennessee, Texas, Utah, Washington and Wyoming.

Windsor Health Plan was recently named by the Nashville Business Journal as the third Fastest Growing Company in 2011. Combined with Sterling Health Plans membership, Windsor Health Plan membership has grown to more than 150,000 members across the U.S., and offers plans with enhanced benefits for members typically not offered by Original Medicare and Medicare Supplement (MediGap) plans.

Y0060_IMKT015 1011

-more-

About Windsor Health Plan

Founded in 1993, Windsor Health Plan, Inc. offers a variety of Medicare Advantage Health Plans and Medicare Prescription Drug Plans. Contracted with the Centers for Medicare and Medicaid Services (CMS), Windsor Health Plan offers many extra benefits through Windsor Medicare Extra, WindsorSterling and Windsor Rx. Serving more than 150,000 members in 28 states, Windsor Health Plan manages traditional Medicare Advantage plans, as well as chronic and dually eligible special needs plans (SNP). Headquartered in Nashville, Tenn., Windsor will now serve as the operations hub for multiple Medicare Advantage contracts across the United States. Windsor Health Plan is a division of Windsor Health Group. For more information, visit www.windsorhealthplan.com.

###