Medex Choice: Blue Cross' New Low Cost, More Comprehensive Medicare Supplement

Rewards members when they use select high value Accountable Care Organizations

BOSTON – November 3, 2014 – Blue Cross Blue Shield of Massachusetts HMO Blue®, a wholly owned subsidiary of Blue Cross and Blue Shield of Massachusetts, has launched Medex Choice, the first individual Medicare supplement plan in Massachusetts that offers members enhanced benefits when they choose a Primary Care Provider (PCP) from a designated group of high quality Accountable Care Organizations (ACOs) that are part of the HMO Blue® provider network to coordinate their care.

"Many people who enroll in original Medicare are surprised to learn that it doesn't provide the comprehensive coverage they expect. Deductibles and gaps in Medicare coverage can potentially amount to thousands of dollars in expenses each year," said Ken Arruda, Executive Director of Medicare Markets. "Medex Choice is the latest product offering from our large portfolio of affordable Medicare options, tailored to fit any budget, with access to extraordinary value, superior quality providers across the state."

HMO Blue® Participating Choice Providers:

- Accountable Care Associates (Springfield/Auburn)
- Atrius Health (Various locations)
- Baycare Health Partners (Western MA)
- Beth Israel Deaconess Physician Organization (Eastern MA)
- Central Massachusetts Independent Physician Association (Central MA)
- Cooley Dickinson Physician Hospital Organization (Western MA)
- Mount Auburn Cambridge Independent Practice Association (Eastern MA)
- Partners Healthcare (Various locations)
- Steward Health Care System (Eastern MA)
- All HMO Blue primary care providers in Berkshire County

When selecting a Choice PCP from our HMO Blue network, Members receive:

- Added value
- Enhanced coverage
- Lower costs
- Full coverage of Medicare Part A deductibles
- Full coverage of Medicare Part B deductibles
- Days one through 100 for Medicare-covered admissions in a skilled nursing facility

When a member needs specialized care, their PCP will work to identify the best doctor for care and provide a referral, most often to doctors and hospitals with whom they are affiliated in the HMO Blue® provider Network.

With Medex Choice, members also get up to $150 per calendar year in qualified health club membership fees and exercise classes (Fitness Benefit) and up to $150 per calendar year when enrolled in a qualified Weight Watchers or hospital-based weight-loss program (Weight Loss Benefit). Members also have the peace of mind of a Blue Cross Blue Shield ID card—the most recognized ID card in health care today. The PCPs are part of the Blue Cross Blue Shield of Massachusetts HMO Blue® provider network. When a member needs specialized care, their PCP will work to identify the best doctor for care and provide a referral, most often to doctors and hospitals with whom they are affiliated in the HMO Blue® provider Network.

Massachusetts residents can select Medex Choice or another Medex plan at any time during the year. Medex Choice is available for a December 1 effective date for the monthly premium of $136.88. To learn more about our broad suite of Medicare coverage options and a list of covered medications, visit: www.bluecrossma.com/medicare or call **1-800-678-2265 (TTY: 1-800-522-1254)**, from 8 a.m. – 6 p.m., Monday – Friday. Medicare beneficiaries can also contact CMS for additional information by calling **1-800-MEDICARE (1-800-633-4227)** 24 hours a day, seven days a week, or a Serving the Health Information Needs of Everyone (SHINE) counselor can be reached by calling **1-800-243-4636**.

About Blue Cross Blue Shield of Massachusetts
Blue Cross Blue Shield of Massachusetts (www.bluecrossma.com) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. We are the trusted health plan for more than 31,500 Massachusetts employers and are committed to working with others in a spirit of shared responsibility to make quality health care affordable. Consistent with our corporate promise to always put our 2.8 million members first, we are rated among the nation's best health plans for member satisfaction and quality. Connect with us

on Facebook, Twitter, YouTube and LinkedIn.

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