



CaliforniaChoice®

Your Health. Your Choice.®

A CHOICE Administrators® Program

FOR IMMEDIATE RELEASE

CALIFORNIACHOICE® AND DMHC SET RECORD STRAIGHT REGARDING NAMING INFRINGEMENT

ORANGE, CA – June 15, 2009 – Ron Goldstein, president of *CHOICE* Administrators, parent company to the one-and-only *CaliforniaChoice*®, America’s largest group health insurance Exchange, issued the following statement today in response to the recent licensing of a medical discount plan in California that apparently planned to utilize the *CaliforniaChoice* name:

“The California Department of Managed Health Care announced its licensure on June 9 of a new medical discount plan, ‘California Choice,’ which had apparently planned to use our registered name. We immediately contacted the DMHC and the discount plan’s parent company (Association Health Care Management, Inc. – dba Family Care – of Houston, Texas), who all acknowledged the error and quickly began to rectify the mistake. At this time, we would like all of our insured members and participants, brokers, and health plan partners, as well as the media, to know that *CaliforniaChoice* has no affiliation with this new discount plan. *CaliforniaChoice* offers fully-insured health coverage whereas the newly-licensed program is simply a discount health plan.”

The DMHC issued a clarification regarding the naming confusion on June 11, which can be viewed at <http://www.dmhc.ca.gov/library/reports/news/prfamilycarelic.pdf>.

(more)

CaliforniaChoice was launched in 1996, introducing a new and effective way to meet the changing needs of employees at California companies while simultaneously offering an effective program that would enable business owners with 2-50 employees to continue contributing to benefits in the face of rising health care premiums. Employees could choose the health plan attributes that specifically fit their needs from an array of health care service plans and insurance carriers.

Today, CaliforniaChoice also serves the medium-group-sized market and as of 2008, some 200,000 Californians from more than 10,000 businesses participated in CaliforniaChoice. Employers use a mechanism called a “Defined Contribution Exchange” that offers the advantages of cost control while achieving a higher level of employee satisfaction.

CaliforniaChoice offers fully-insured medical HMO, HSA and PPO plans; dental HMO, PPO and EPO; prescription; voluntary vision and multi-choice dental coverage; term life; and chiropractic/acupuncture options. Its plan partners include Blue Shield of California (HMO and PPO); CIGNA; Health Net, Elect Open Access, Salud HMO y mas and Salud Mexico; Kaiser Permanente; Sharp Health Plan; and Western Health Advantage. Ancillary programs include Ameritas Group Dental; Assurity Life Insurance Term Life; EyeMed Vision; Landmark Healthcare Chiropractic/Acupuncture; and SmileSaver Dental.

Visit <https://www.calchoice.com> for more information.

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