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**Asuris Expands TruAdvantage Market, Hits the Road to Educate Seniors
*Beginning October 1, Medicare beneficiaries can learn more about coverage
options that also include Part D prescription plan***

(Spokane, WA) – As the annual election period for Medicare nears, Asuris Northwest Health is ramping up its efforts to educate Medicare beneficiaries about their options. New this year is the expanded availability of TruAdvantage products in a total of seven counties in Eastern Washington.

Asuris TruAdvantage is now available in Spokane, Benton, Ferry, Franklin, Kittitas, Stevens and Whitman counties. The product was previously known as MedAdvantage. This product will be sold in the Asuris service area under the new name of TruAdvantage beginning October 2007. This change applies to coverage that takes effect on or after Jan. 1, 2008.

TruAdvantage is a PPO that Asuris offers as part of the federal Medicare Advantage program. Asuris TruAdvantage provides richer benefits than Original Medicare, which include a large PPO network with assured access, lower out-of-pocket costs and routine vision. Asuris offers Medicare beneficiaries a suite of options, including Medicare Supplements, Medicare Advantage and Part D prescription plans. Asuris TruAdvantage is one of the most popular products in this portfolio.

The annual election period for Medicare runs from Nov. 15 to Dec. 31, 2007, offering Medicare beneficiaries the chance to sign up for the first time or switch to a new plan. Asuris will conduct a series of free seminars throughout the state, where Medicare beneficiaries can learn more about TruAdvantage and Medicare Part D, have their questions answered and receive assistance with enrollment.

Asuris' decision to expand its service area for TruAdvantage represents the company's continued commitment to serving the needs of Medicare beneficiaries with products and services that meet their needs for choice, affordability and access.

“We've been with Medicare since the beginning so we recognize the value of a product like Asuris TruAdvantage, which delivers a high return for our beneficiaries' health care

dollar,” said Cary Badger, vice president of Market Development for Asuris. “Our decision to make Asuris TruAdvantage available to more of our community reflects our members’ high level of satisfaction with this product.”

With Asuris TruAdvantage, seniors benefit from a large PPO network with assured access, no referrals to a specialist, a flat \$5 co-payment for in-network office visits, low out-of-pocket costs, a \$500 dental benefit for routine preventive care and a 24-hour nurse hotline. The Asuris Advantages program also offers savings on things like Beltone hearing aids and the Jenny Craig weight management program.

Asuris will hold educational seminars from October to December. Registration is required. Medicare beneficiaries may call 1-888-734-3623 (TTY users may call 1-800-833-6384) or visit www.asuris.com for more information or to register for a seminar.

Some upcoming seminars include, but are not limited to, the following:
Wednesday, Oct. 24 at 10 a.m. at Hal Holmes Community Center, 201 N. Ruby St., Ellensburg
Tuesday, Oct. 30 at 10 a.m. at Asuris Northwest Health, 528 E. Spokane Falls Blvd., Ste. 301, Spokane

About Asuris Northwest Health

Based in Spokane, Asuris Northwest Health offers a full range of health care coverage options, including dental and vision coverage, for Eastern Washington employers and individuals. Asuris also offers Medicare supplemental plans and Medicare Part D prescription drug coverage, and provides member access to more than 19,000 health care providers. For more information, visit the company’s Web site at www.asuris.com. Asuris Northwest Health, a not-for-profit health plan, is a subsidiary of Regence BlueShield, a leading health plan in Washington.

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