



## News Release

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## Wellness and affordability mark new health plan

*Asuris Core Plan<sup>SM</sup> offered effective Jan. 1, 2009*

**SPOKANE** — Asuris Northwest Health has announced introduction of Asuris Core Plan<sup>SM</sup>, a health plan for individuals that is designed specifically to encourage wellness and support financial security through coverage for major life events.

The hallmarks of the innovative plan are four deductible levels for affordability and immediate coverage for preventive care as well as for major medical needs.

“By combining immediate benefits for preventive care with a range of deductible choices, Asuris has expanded the options for Washington residents,” said Brady Cass, Director of Eastern Washington Sales for Asuris and its parent company, Regence BlueShield. “People need plans that support healthy living and maximize their ability to afford coverage.”

Before meeting a deductible, members of the Core Plan will immediately be able to receive:

- Four office visits covered at 100 percent after a \$35 copay
- \$400 X-ray and lab benefits covered at 100 percent
- \$200 preventive care services covered at 80 percent

Brokers and agents, who started selling Core Plan in late November, are pleased with the plan’s design, and find their customers are delighted also. Applications are surpassing projections.

“Core Plan gives our clients what they want: catastrophic protection with enough upfront coverage to cover the small stuff,” said Dick Denenny of RHD Employee Benefits in Spokane. “When a health insurance company comes out with a new product that is actually designed and priced to compete with other health plans on the market, then the consumer wins. Asuris has done just that with their extremely competitive Core Plan.”

This latest offering represents Asuris's ongoing effort to offer a range of health plans designed to fit members' needs, while holding down costs and adding flexibility and choice. With an expanded suite of catastrophic product designs, including Asuris Core Plan, more people will be able to find a plan that fits their needs at a price they can afford. Asuris continues to offer products that provide comprehensive coverage to individuals and families who want the most complete coverage they can obtain with a relatively low deductible.

### **About Asuris Northwest Health**

Asuris Northwest Health offers a full range of health care coverage options, including dental coverage, for eastern Washington employers and individuals. We also offer Medicare supplemental plans and Medicare Part D prescription drug coverage, and provide member access to more than 20,000 health care providers. Asuris is committed to improving the health of our members and our communities, and to transforming our health care system. For more information, please visit [www.asuris.com](http://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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