



Elizabeth Krecker
Director of Marketing & Public Relations
Health Choice Insurance Co.
(480) 760-4903

HEALTH CHOICE INSURANCE CO. TO LAUNCH 15 PRODUCTS ON THE HEALTH INSURANCE MARKETPLACE

A New Way to Affordable Health Care Coverage

Phoenix, Ariz. (Oct. 1, 2013) – Health Choice Insurance Co., a subsidiary of IASIS Healthcare, is pleased to announce that it is a Qualified Health Plan (QHP) on the federally facilitated online marketplace and will offer 15 new health insurance products in Arizona starting Oct. 1, 2013, with benefits effective starting Jan. 1, 2014. Health Choice Insurance Co. products will serve members in Apache, Coconino, Gila, Maricopa, Mohave, Navajo, Pima and Pinal counties, aligning with the service areas of the Health Choice AHCCCS (Medicaid) and Medicare special needs health plans.

Marketplace insurance products offered by Health Choice Insurance Co. include products at all four medal levels – bronze, silver, gold and platinum – designed to fulfill the financial and health care needs of many different kinds of individuals. In addition, through specific provisions in the Affordable Care Act relevant to American Indians and Alaska Natives (AIAN), eight of the Health Choice products will offer a breadth of new choices for eligible tribal members giving them the flexibility to use Indian Health Services (IHS), or see doctors and other providers near where they live and work. American Indians and Alaskan Natives with incomes below 300 percent of the federal poverty line enrolled in one of the Health Choice AIAN Zero Cost Share products will not have any cost-sharing.

“At Health Choice, we are honored to play a leading role in the Health Insurance Marketplace, a new way of providing affordable health care coverage to Arizonans in urban and rural communities.” said Health Choice Chief Executive Officer Mike Uchrin. “This radical shift in the health care industry aligns with our mission to simplify a complex industry and improve health outcomes, providing a path to cost-effective high-quality care for individuals and families in the communities we serve.”

Since 1990, Health Choice has served as an Arizona Health Care Cost Containment System (AHCCCS) managed care contractor, providing health care services to Medicaid members throughout Arizona. To ensure care coordination for those that qualify for both Medicaid and Medicare, Health Choice also provides quality health care coverage for dual eligible members through Health Choice Generations HMO SNP, a Medicare Advantage special needs plan with prescription drug coverage.

With the addition of Health Choice Insurance Co, Health Choice is well positioned to continue fulfilling its mission of offering exceptional health care for those Arizonans in need as Health Choice members will be able to stay on a Health Choice plan as their situation changes and their eligibility fluctuates between Medicaid, Medicare and/or Marketplace Subsidy plans. This will ensure members continue to receive the same high-touch service from Health Choice and achieve continuity of care through its network of high quality physicians, and robust clinical programs which are integrated between all health plan offerings.

-MORE-



“Our long-term commitment to engage our members starts with our ability to explain the complexities of health insurance and help our members navigate the health care system.” said Health Choice Chief Operating Officer, Jaime Perikly. “Health Choice focuses on innovative approaches to member engagement, high-touch medical management for members with chronic disease and the promotion of culturally competent care. For example, each new Health Choice member is offered a personalized health risk assessment to ensure we have a broad perspective on the member’s social, health and cultural needs to help guide their individualized care plan.”

Additionally, Health Choice Insurance Co. members living in Maricopa and Pinal Counties will be able to select the Health Choice Preferred Network to receive their care. Health Choice Preferred is an integrated, high performance network comprised of IASIS Arizona hospitals and approximately 300 high quality community physicians and providers. Health Choice Preferred physicians and hospitals focus on providing high quality, high-touch, evidenced-based health care services while ensuring industry leading access to care to meet and exceed their patient’s health needs.

Health Choice Insurance Co. is a Qualified Health Plan (QHP) issuer in the Health Insurance Marketplace. Details about Health Choice Insurance Co. QHP products will be available on Oct. 1 on the company’s website at HealthChoiceEssential.com.

###

About Health Choice

Health Choice, a subsidiary of IASIS Healthcare, is a provider-owned, managed care organization delivering robust healthcare services through its health plans, integrated delivery systems and managed care solutions. Currently, Health Choice has more than 30,000 high quality physicians and providers rendering healthcare services to more than 175,000 Medicaid and Medicare beneficiaries in Arizona and Utah. On June 1, 2013, Health Choice Arizona and Health Choice Generations HMO SNP were awarded Health Plan Accreditation from URAC, a Washington, DC-based healthcare accrediting organization that establishes quality standards for the healthcare industry. Health Choice is committed to being an innovative leader, delivering sustainable models of care delivery for the individuals it serves. For more information, visit HealthChoiceAZ.com, HealthChoiceEssential.com, HealthChoiceGenerations.com, HealthChoiceUtah.com and HealthChoicePreferred.com.

About IASIS Healthcare

IASIS Healthcare, located in Franklin, Tennessee, is a leading provider of high quality, affordable healthcare services in urban and suburban markets. With total annual net revenue of approximately \$2.4 billion, IASIS owns and operates 16 acute care hospitals, one behavioral health hospital, several outpatient service facilities, more than 140 physician clinics, and Medicaid and Medicare managed health plans in Arizona and Utah that serve more than 175,000 members. IASIS’ healthcare facilities offer a variety of access points for convenient patient care in numerous regions across the U.S., including: Salt Lake City, Utah; Phoenix, Arizona; five cities in Texas, including Houston and San Antonio; Las Vegas, Nevada; and West Monroe, Louisiana. For more information on IASIS, please visit the Company’s Web site at www.iasishealthcare.com.

-END-