

HealthMetrix Research Selects Physicians Health Choice Website for 2009 MedicareWebWatch Certification

COLUMBUS, Ohio– HealthMetrix Research Inc., an independent managed care research firm, announces the selection of the Physicians Health Choice Medicare Advantage plan website for **MedicareWebWatch** certification. The website www.PHCcares.com was selected for certification following a comprehensive review by HealthMetrix Research of over 110 Medicare Advantage websites. **MedicareWebWatch** certification recognizes excellence in Medicare plan website content, connectivity, design and privacy assurance. According to HealthMetrix Research Inc. president Alan Mittermaier:

"Given the increasing necessity for Medicare Advantage plans to communicate detailed information and execute transactions via the internet, plan websites must provide a high-value, positive experience for plan members, caregivers and guests. Physicians Health Choice was chosen for **MedicareWebWatch** certification based on the high relevance and readiness of their Medicare Advantage website. HealthMetrix Research is pleased to recognize Physicians Health Choice for its outstanding preparedness especially as beneficiaries encounter substantial changes to the Medicare Advantage program beginning in 2010."

MedicareWebWatch certification is based on HealthMetrix Research's methodology that addresses 50 website features related to: plan-specific content; external content resources; member connectivity; design and navigation; privacy and security. Certification details are available at www.MedicareWebWatch.com. "We pride ourselves on a website that provides accurate and comprehensive information that appeals to prospects, medical providers, the senior population and their caregivers. We've validated our hard work and intentions with this certification," states Ken Tennison, Director of Business Operations for Physicians Health Choice. HealthMetrix Research Inc. neither recommends nor endorses specific Medicare plans or products.

Physicians Health Choice is a Medicare Advantage Organization that is contracted with the Centers for Medicare & Medicaid Services (CMS) to provide health plans to Medicare-eligible individuals. Headquartered in San Antonio, Texas, Physicians Health Choice began operations in 2005 as a subsidiary of WellMed Medical Management, Inc. - a medical management company with more than 18 years of experience providing quality medical care to older adults in San Antonio and Austin, Texas and along Florida's Treasure Coast.

Today, Physicians Health Choice offers more than 30 Medicare Advantage health plans to more than 19,000 members across the southern United States- including Austin, Corpus Christi, El Paso and the Rio Grande Valley in Texas; Las Cruces and Alamogordo, New Mexico; Little Rock, Arkansas and Ft. Lauderdale, Florida. The company's mission is to *change the face of health care delivery for seniors*.

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***“Excellence in Website Content, Connectivity,
Design and Privacy Assurance”***



For certification details, visit www.MedicareWebWatch.com
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