

PHYSICIANS HEALTH CHOICE RECEIVES URAC HEALTH PLAN ACCREDITATION IN FLORIDA

Fort Lauderdale, FL – Physicians Health Choice announced today that it has been awarded full Health Plan Accreditation from URAC, a Washington, DC-based health care accrediting organization that establishes quality standards for the health care industry.

“We applaud Physicians Health Choice on achieving URAC Health Plan Accreditation in Florida,” said Alan P. Spielman, URAC president and CEO. “In today’s health care market, URAC accreditation provides a mark of distinction for organizations to demonstrate their commitment to quality health care.”

Developed and continuously revised through a consensus-driven process involving hundreds of volunteer industry experts, URAC standards set the bar on health and managed care accreditation. Recently updated, URAC’s Health Plan Accreditation standards include key quality benchmarks for network management, provider credentialing, utilization management, quality management and improvement and consumer protection.

“Going through the URAC process has allowed us to take a closer look at our processes and address areas of opportunity. We are extremely proud of the progress URAC has recognized,” states Robert Grossman, MD, Chief Medical Officer for Physicians Health Choice.



URAC, an independent, nonprofit organization, is a leader in promoting health care quality through accreditation and certification programs. URAC's standards keep pace with the rapid changes in the health care system, and provide a mark of distinction for health care organizations to demonstrate their commitment to quality and accountability. Through its broad-based governance structure and an inclusive standards development process, URAC ensures that all stakeholders are represented in setting meaningful standards for the health care industry. For more information, visit www.urac.org.

Physicians Health Choice is a physician-owned 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 19 years of experience providing quality medical care to older adults in San Antonio and Austin,



Texas and along Florida's Treasure Coast. In April 2010, Physicians Health Choice purchased Citrus Health Care, a Tampa-based managed care organization with operations in south and central Florida.

Today, Physicians Health Choice offers more than 30 Medicare Advantage health plans to more than 27,000 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 and Palm Beach county, Florida. The company's mission is to *change the face of health care delivery for seniors*. More information can be found at www.PHCcares.com and www.saludPHC.com.

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