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Alameda Alliance for Health Adds Over-the-Counter Benefit For Medicare Advantage Plan Members

*New Benefit Provides Free OTC Drugs and Supplies
Delivered Directly to Members' Homes*

Alameda, Calif., Mar. 3, 2009 – Alameda Alliance for Health members enrolled in Alliance CompleteCare are now eligible for a new Over-the-Counter (OTC) Drug Benefit. The benefit provides an allowance of \$20 every three months, which can be used to purchase non-prescription drugs and supplies from an extensive Alliance CompleteCare Over-the-Counter Catalog. Items are mailed directly to members' homes at no charge.

Alliance CompleteCare is a Medicare Advantage Special Needs Plan (SNP) that combines Medicare, Medi-Cal and Part D drug benefits into one simple plan. Members do not pay premiums, deal with confusing paperwork and bills, or coordinate their own complex care needs from multiple doctors. Specially-trained, multilingual personal Care Advisors are available to help schedule doctor's appointments, coordinate care, and answer member questions. Alliance CompleteCare began serving members in January 2008 and enrolled its 1,000th member this week.

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Members who have been enrolled since Jan. 1, 2009 have immediate access to the OTC benefit. New members are eligible in the quarter following their enrollment. The \$20 allowance will be offered in each of the four quarters in 2009. Unspent OTC benefit funds carry over to the next quarter, but must be used by Dec. 31, 2009.

“In these challenging economic times, we know it’s tough for everyone,” said Ingrid Lamirault, CEO for Alameda Alliance for Health. “We’re committed to our members, and we wanted to do something to help. With this new OTC benefit, our Alliance CompleteCare members will have an easier time obtaining important OTC items that can contribute to good health.”

The catalog covers a wide range of OTC drugs and supplies, including provisions such as non-prescription anti-arthritics, migraine relief, skin care products, contact lens solutions, and many other OTC products. All items arrive at members’ homes within three business days. Additional information on Alliance CompleteCare benefits can be found at www.alliancecompletecare.org.

About Alameda Alliance for Health

Established in 1996, Alameda Alliance for Health is a local, not-for-profit, state-licensed health plan committed to making high quality health care services accessible and affordable to lower income residents in Alameda County. The Alliance is dedicated to improving the health and well-being of its members. More than 95,000 people have chosen the Alliance as their health care plan through health coverage programs that include Medi-Cal, Healthy Families, Alliance Group Care and Alliance CompleteCare. More information on the Alliance can be found at www.alamedaalliance.org and www.alliancecompletecare.org.

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