

NEWS RELEASE



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For Immediate Release

UnitedHealthcare's Golden Rule Introduces Cost-Effective Vision and Dental Coverage Options for Consumers in Five States

INDIANAPOLIS (July 1, 2009) – UnitedHealthcare's Golden Rule Insurance Company has introduced new cost-effective dental and vision care coverage options for individuals and families in Connecticut, Delaware, Indiana, Louisiana and Nebraska.

Over the past year, Golden Rule has introduced dental and vision plans in 27 states and the District of Columbia.

The new dental plans with optional vision coverage are available to consumers of all ages – including Medicare recipients and children – and do not require applicants to have any other insurance plans through Golden Rule or its affiliates.

In addition, new customers purchasing Golden Rule health plans in the five states can now add dental coverage as an optional benefit.

Golden Rule's dental coverage features 100 percent coverage for preventive care with no deductible and no waiting period, as well as savings through UnitedHealthcare's extensive network of 73,000 dentists. Benefits of the new vision coverage include comprehensive eye examinations, prescription glasses and contacts. To help consumers keep their costs lower, discounts are offered through UnitedHealthcare's vision network of more than 24,000 private practice and retail chain providers.

“Dental and vision care are an important part of overall health and wellness,” Golden Rule CEO Rich Collins said. “Especially in today's economy when trips to the dentist or eye doctor can be difficult to budget, our new coverage options can help individuals and families take better care of their health at a more affordable cost.”

Golden Rule offers a wide range of quality health insurance options for individuals and families, including lower-cost high deductible plans, health savings account (HSA) plans and more traditional copay plans.

(more)

Golden Rule dental and vision news
1st add

In addition, Golden Rule offers short term health insurance designed to bridge gaps in health insurance coverage for workers between jobs who find COBRA too costly or who are not eligible for COBRA, new graduates looking for work, students dropping off their parents' plans, new employees not yet covered by employer plans, early retirees awaiting Medicare eligibility and others whose lives are in a time of transition.

Golden Rule Insurance Company has been a leading provider of health insurance for individuals and families for more than 60 years and became a UnitedHealthcare company in 2003. UnitedHealthcare's personal health plans are offered in 40 states and the District of Columbia and marketed under the UnitedHealthOne brand.

For more information about Golden Rule's health insurance, dental or vision plans, consumers can call 1-800-974-4472, visit www.goldenrule.com or contact a local independent insurance broker who offers Golden Rule plans.

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