

NEWS RELEASE



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For Immediate Release

UnitedHealthcare's Golden Rule Introduces Affordable New Vision and Dental Coverage Options for Consumers in 15 States and the District of Columbia

INDIANAPOLIS (March 17, 2009) – UnitedHealthcare's Golden Rule Insurance Company has introduced new coverage options to help make dental and vision care more affordable for consumers in 15 states and the District of Columbia.

Consumers in Michigan, Mississippi, New Mexico, Oklahoma, South Carolina, Texas, West Virginia and the District of Columbia now have access to Golden Rule's new dental plans that include optional vision coverage. The dental plans 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, consumers in Alabama, Arkansas, Missouri and Ohio can now secure affordable vision coverage as a supplement to Golden Rule dental plans introduced last year. In Colorado, Kentucky and Wyoming, Golden Rule's optional vision coverage is available to new consumers purchasing its health plans for individuals and families. In Kansas and New Mexico, the vision coverage is available as a supplement to either Golden Rule health plans or Golden Rule dental plans.

Golden Rule's dental coverage features 100% 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 over 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 as well as short term health insurance. The company helped pioneer health savings accounts (HSAs) more than 15 years ago. Today 35 percent of Golden Rule's customers are covered by HSA plans which typically cost up to 50 percent less than the company's traditional health insurance plans.

(more)

Golden Rule dental and vision news
1st add

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 new vision benefit and Golden Rule health insurance or dental 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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