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CaliforniaChoice Introduces the Most Advanced Online Enrollment Program for Health Coverage in California

Enrollment and Account Management - Faster and Easier Online

ORANGE, CA – January 17, 2007 — *CaliforniaChoice*, California’s only true Employee Choice health benefits program for small group employers with 2 to 50 employees, today introduced its new online enrollment program. Beginning March 1, 2007, online enrollment makes it more convenient for consumers to sign up for healthcare coverage during enrollment and make changes throughout the year, and provides more efficient benefits administration for employers. *CaliforniaChoice* is a program of *CHOICE Administrators*®, the nation’s leading developer and administrator of Employee Choice programs.

“The driving force behind *CHOICE Administrators*® innovations has always been to empower our members with great choices and easy access to healthcare while making it simple and efficient for employers to offer Employee Choice programs,” said Ron Goldstein, president of *CHOICE Administrators*®. “Small group employers typically don’t have access to online enrollment and we are taking the leadership position with *CaliforniaChoice* to offer this feature to our clients and members – while making it easier and faster for health insurance brokers both to enroll and manage their clients’ coverage.”

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During the enrollment process, employees can compare the costs associated with each option and determine which is right for them - all online. Members have 24/7 access to decision making tools and information a prospective member needs to make an informed decision including health plan and benefit descriptions, a doctor search, an online formulary guide and more. Members can also use the site to add or remove dependents, or to make other personal changes throughout the year.

Online enrollment will be increasingly beneficial for participating employers, Goldstein noted, because it creates a virtually paperless administration environment. This feature makes enrollment quick and easy, saving the employer time and money. It can eliminate the need for group meetings at the time of open enrollment, which is particularly beneficial for groups with multiple locations where holding such meetings often presents logistical problems. Employers are also able to track changes to employees' selections and benefit status, terminate coverage or get a quote for a new employee at any time – all online.

“Our site offers user-friendly tools that both employees and employers can access,” said Goldstein. “We’re confident that companies will find the website and online enrollment very helpful and take advantage of this streamlined approach to managing their group’s health benefits.”

California*Choice* is distributed exclusively through licensed insurance brokers and they, too, will benefit from online enrollment. Brokers can begin a group’s enrollment in just three easy steps, reduce administrative hassles and get cleaner group submissions, fewer pending items and faster case issuance. They’ll receive email alerts at key points during their client’s enrollment -- such as employer submissions, approvals, and approaching deadlines. This will also allow brokers to more effectively track the activity of each of their accounts. They will be able to track upcoming renewals, review add-ons and terminations and even order ID cards for inforce groups, all online.

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About CaliforniaChoice

CaliforniaChoice is the only true consumer-driven, Employee Choice healthcare program in California that offers employees a selection of multiple health plans, benefit designs and ancillary products, all with one simplified monthly statement, single-source administration and defined contribution, designed for groups with 2-50 employees. CaliforniaChoice was developed and is administered by CHOICE Administrators®, the nation's leader in developing and administering Employee Choice health benefit programs for nearly 250,000 members through more than 12,000 employers. CHOICE Administrators® also offers CaliforniaChoice 51+, a similar program for groups with 51 to 199 employees; Kaiser Permanente Choice Solution, for groups of 2 to 50 employees offering nine of Kaiser Permanente's most popular plans; and Contractors Choice®, a unique program for employers on public works projects.

CHOICE Administrators®, based in Orange, Calif., is one of The Word & Brown Companies. More information about CaliforniaChoice is available at www.calchoice.com. For more information about CHOICE Administrators®, visit www.choiceadmin.com.

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