



**CaliforniaChoice**  
*Your Health. Your Choice.*

**News**  
For Immediate Release

**Contact:**

Ross Goldberg  
818/597-8453

**CaliforniaChoice Launches New Member Web Site**

***New Site Seen as Latest in Industry Movement Towards  
Individual Empowerment and Consumer Choice***

(ORANGE, CA – February 23, 2004) — CaliforniaChoice announced today the launch of a new Web site designed to furnish members with a simpler way to manage their health insurance benefits while providing access to the information they need in order to make better health purchasing decisions. CaliforniaChoice is the nation’s foremost consumer-choice exchange model for small-group healthcare benefits.

“Our entire company is built on our belief in individual empowerment and consumer choice,” said Ron Goldstein, president of CaliforniaChoice. “Providing members access to information they need through a secure Internet site is one more way we are enabling individuals to become more engaged in their healthcare and to actively participate to whatever degree and through whatever medium they feel most comfortable.”

Through the new site – calchoice.com – members enrolled in any of the health plans offered through CaliforniaChoice can review benefits for themselves and their dependents, obtain helpful advice for enrolling or changing benefits, update personal information in a secure manner, download forms and request additional or replacement ID cards. They can also conduct a search for a specific physician, hospital or pharmaceutical as well as take advantage of special “member-only” discounts on health-related goods and services.

“More and more people today are turning to the ease and 24-hour accessibility of the Internet to access information when they want it,” said Goldstein. “We’ll continue to add new features to our site to make it the kind of destination that is easy to use and truly valuable for our members.”

***(More)***

## CaliforniaChoice/New Member Web Site

Page 2

The new member Web site launched by CaliforniaChoice comes just six months after the company introduced new sites for employers and brokers. The employer site gives employers ease and flexibility in administering their group health benefits. By logging in to calchoice.com, they can obtain new-hire quotes, terminate an employee, make address changes, review benefits for current and COBRA employees, order supplies and even schedule an enrollment meeting. The broker site gives brokers the ability to manage their entire block of CaliforniaChoice business via the Web. They can process quotes, review commission reports, request supplies, order customized marketing materials and also enroll in online courses for CE credits. Through both sites employers and brokers have access to low-cost legal services and discounted office supplies from CaliforniaChoice value-added partners.

CaliforniaChoice is a CHOICE Administrators program, the nation's leading developer and administrator of consumer-choice exchange models. Under this model, small-group employers can budget a fixed amount to contribute to their employees' health benefits. CaliforniaChoice then assembles and administers – all under one umbrella – a selection of health plans and benefit options, including ancillary products such as dental, vision, chiropractic and term-life. The health plans compete for members based on benefit design, provider network, reputation and cost. Employees simply pick the plan that best matches their family's needs and pocketbook. As business owners continue to confront double-digit increases in their health-insurance premiums, many industry observers are touting such models as the nation's best hope for providing affordable and meaningful health insurance for its working citizens.

Based in Orange, California, CaliforniaChoice currently delivers health coverage to over 150,000 members at more than 10,000 employer groups with 2-50 employees. In 2002, the Health Insurance Association of America honored CaliforniaChoice with its prestigious "Innovators Award," an annual recognition for a select company whose contributions have led to "true industry advancement." Further information on CaliforniaChoice may be obtained at [www.calchoice.com](http://www.calchoice.com).

# # #