

## Arcadian Health Approved For New Medicare Sales

**Oakland, CA, July 11, 2011** – Arcadian Management Services announced today that the Centers for Medicare & Medicaid Services (CMS) has lifted its marketing and enrollment sanctions for Arcadian’s Medicare Advantage and Special Needs plans.

“We are pleased CMS has recognized our commitment and actions to improve our marketing and overall compliance practices,” said Robert Fahlman, Chairman and Chief Executive Officer. “In working with CMS, we believe we have created a model Medicare Compliance and Sales Oversight Program. The improvements have made us a stronger company and enhanced our ability to serve our members in both our Medicare Advantage and Special Needs Plans.”

In keeping with the company’s mission to improve quality and access to care, Arcadian serves Medicare Advantage and Dual Eligible beneficiaries in predominantly rural markets. Arcadian will immediately resume marketing activities and may begin enrolling beneficiaries with effective dates beginning August 1, 2011. “We are committed to maintaining a member focused approach – and are confident that our enhanced compliance efforts will improve the health care experience for new members, as well as our ability to serve the nearly 67,000 Medicare beneficiaries who are currently part of the Arcadian family,” said Mr. Fahlman.

### About Arcadian Health:

Arcadian Health, founded in 1997, provides Medicare Advantage coverage through its affiliates in the following 15 states: Arizona, Arkansas, California, Georgia, Louisiana, Maine, Missouri, New Hampshire, New York, North Carolina, Oklahoma, South Carolina, Texas, Virginia and Washington. The plans are offered under the following local product names: Arcadian Community Care (Louisiana and California), Arcadian Health Plan (Oklahoma), Arkansas Community Care, Columbia Community Care, Desert Canyon Community Care

(Arizona), Ozark Health Plan, Northeast Community Care (Maine and New York), Southeast Community Care (Georgia, North Carolina, South Carolina and Virginia), Spokane Community Care, Texarkana Community Care and Texas Community Care.

For more information about Arcadian Health, visit [www.arcadianhealth.com](http://www.arcadianhealth.com).

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