

Arcadian Health forms Strategic Partnership to take Compliance Practices to the Next Level

Oakland, Calif., March 25, 2010 / PRNewswire/ -- -- Arcadian Health announced today that it has contracted with TrendSource to perform internal reviews of their sales activities (known as "secret shopping"). This new partnership is part of Arcadian Health's continuous efforts to be proactive in identifying areas of improvement, utilizing measures similar to those used by the Centers for Medicare and Medicaid Services (CMS) to further ensure that Arcadian Health's plans are compliant with CMS's regulations. Arcadian Health currently has a strong sales oversight program in place and its contracted agents and brokers are committed to providing ethical service while conducting Medicare Advantage sales activities.

"Arcadian Health is committed to incorporating a culture of compliance within all operational areas," said Charro Knight-Lilly, VP Compliance and Regulatory Affairs. "TrendSource will help us further that commitment in Sales and Marketing operations while ensuring that employed sales representatives and contracted agents/brokers continue to provide the communities we serve with the information they need to make informed decisions about their healthcare."

Arcadian Health's Compliance department has joined with Sales and Marketing to develop a comprehensive Sales Oversight program taking into account CMS regulations and industry best practices. "Sales and Marketing compliance with CMS guidelines has been a top priority for Arcadian since we launched our health plans in 2005," said Garrison Rios, Chief of Sales and Marketing Officer of Arcadian Health. TrendSource secret shops will provide a direct oversight tool that will enable the current program to be seen in a more "real-time" perspective, allowing for prompt detection and correction of any identified sales/marketing deficiencies.

TrendSource will attend sales seminars and other local events to ensure Arcadian Health is utilizing best practices within the marketing guidelines set forth by CMS. A leader in the industry with 21 years of experience, TrendSource has prolific experience conducting secret shops and compliance audits within the healthcare world.

Always a leader on the Medicare Advantage front in rural and underserved markets, Arcadian Health continually takes a hands-on approach to improve their operations. Ultimately, implementing these types of precautionary measures will work to protect both plan members and the community at large.

About Arcadian Health:

Arcadian Health Plan, Inc., was founded in 2004. Arcadian Health Plan, as well as its sister organizations and corresponding affiliates, is a Medicare Advantage health plan provider operating 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 residents) * Arcadian Health Plan (Oklahoma residents) * Arkansas Community Care * Columbia Community Care * Desert Canyon Community Care * Ozark Health Plan * Northeast Community Care * Southeast Community Care * Spokane Community Care * Texarkana Community Care * Texas Community Care.

For more information about Arcadian Health Plans visit <http://www.arcadianhealth.com>.

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About TrendSource:

TrendSource® was established in 1989 under the name Mystery Shoppers, Inc. The company's name was changed to TrendSource in 2004 to better reflect the developing role the company plays for clients in the marketplace and in its offering of customized market research and business intelligence services. Over the past 20 years TrendSource has emerged as an industry leader and innovator by delivering trusted insight with their high quality business intelligence and compliance services. Many of their clients are top FORTUNE™ ranked companies and leaders in their respective market sectors. TrendSource's award winning team of dedicated professionals has a unique commitment to integrity and quality while exceeding their clients' expectations. It is their conviction that quality starts with having the right people who perform to stringent quality standards (ISO Certified), and are supported by innovative technology. Their performance based team follows the motto "Do what we say and deliver it when we say we will".

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