

## **Arcadian Health to Present at Oppenheimer 20<sup>th</sup> Annual Healthcare Conference**

OAKLAND, Calif., October 21, 2009/PRNewswire/ – Arcadian Health Plan, Inc., and Arcadian Management Services, known as “Arcadian Health,” announced today Robert Fahlman, Chairman and Chief Executive Officer, will be presenting at the Oppenheimer 20<sup>th</sup> Annual Healthcare Conference at the Waldorf Astoria in New York City on November 3<sup>rd</sup>- 4<sup>th</sup>.

Mr. Fahlman’s presentation will address “Accelerating Sustainable Growth in Rural Markets” and will highlight Arcadian Health Plan’s unique positioning for positive, sustainable growth as its business model focuses on rural, secondary and non-urban HMO Medicare Advantage markets. Key to success in this market is the ability to provide high quality and cost effective care through a coordinated care model with unique networks of locally focused physicians who serve as a home base for primary care to members. Developing strong partnerships with provider networks as well as our broker networks enable growth and success, while medical management can be leveraged to deliver cost-efficient and high quality healthcare to members. The session looks at the key success drivers in the rural Medicare Advantage market, specifically focusing on:

- + Entering rural areas to target secondary and non-urban HMO Medicare Advantage markets
- + Understanding the coordinated care model at the local level, with physician “home base” providers of primary care
- + The importance of developing strong, unique partnerships with provider and broker networks

### **ABOUT ARCADIAN HEALTH**

Arcadian Management Services, founded in 1996, provides high-quality, cost-effective administrative infrastructure and management services to health care physicians, hospitals and health plans. In order to capitalize on the foundation of Arcadian Management Services, 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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