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Flexible Benefit Service Corporation Launches Medicare Outreach Program With A Personal Touch For Consumers

ROSEMONT, IL (November 4, 2011) – Flexible Benefit Service Corporation (Flex) announced today that it has launched a Medicare outreach program that will offer in-person assistance to Medicare eligible consumers in the Chicago-area through a series of free marketing and education meetings. The Flex Medicare program is designed to help consumers better understand their Medicare options, and ultimately select a plan that truly meets their needs and budget.

According to the U.S. Census Bureau, for the next 19 years, an average of 11,000 people will turn 65 years-old every day, making them eligible for Medicare benefits. This means that starting this year, the first of 78 million baby boomers will begin educating themselves about their Medicare coverage options for the first time.

The 2012 Medicare Annual Enrollment period (AEP) began on October 15 and ends on December 7, 2011. During AEP, Medicare beneficiaries have the option to review and change their Medicare Part D and/or Medicare Advantage health coverage prior to the coming plan year when new plan benefits go into effect. Although Medicare officials and insurers have been spreading the word, one recent survey found that just 9 percent of Medicare-eligible consumers were aware of the new start date and only 3 percent knew of the Dec. 7 deadline.

“We recognize the stress and uncertainty eligible consumers experience when navigating through all of their Medicare choices,” said John DiVito, president of Flex. “We are here to help the local community get the coverage they need at a cost they can afford.”

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In support of the AEP, Flex is conducting free, local marketing meetings on November 14 and 17 for Chicago-area consumers wanting to explore their Medicare Advantage, Medicare supplement and Part D coverage choices. The meetings will take place at 10:00 am and 2:00 pm at Flex's corporate facility at 10275 W. Higgins Road in Rosemont. All local, eligible consumers are welcome to attend, but must reserve a seat by calling 847-699-6900.

The Flex outreach program will continue in 2012 and will provide even greater resources for the growing Medicare population. Keep a lookout for more marketing and education meetings and tools to be announced in the coming months.

For more information about Flex, visit www.flexiblebenefit.com or call 888-353-9178.

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About Flexible Benefit Service Corporation

Flexible Benefit Service Corporation (Flex), headquartered in Rosemont, Ill., is a leader in the health insurance and benefits administration markets. Since 1988, Flex has offered cost-effective healthcare solutions integrated with unparalleled expertise, service and technology. Its two primary divisions include the Flex General Agency and Flex Plans. The General Agency offers health insurance producers free access to leading health, Medicare and ancillary/voluntary insurance carriers, products, resources and more. The Flex Plans division serves employers and employees through its in-house portfolio of benefits administration products that are designed to add cost-effective value to any employee benefits package. Through its comprehensive understanding of the health insurance and benefits administration markets, Flex presents a cutting edge perspective on finding solutions for the rising cost of health care.