



COVENTRY CONSUMER CHOICESM



Coventry Health Care introduces **NEW** consumer-directed health product line

C3 — Coventry Consumer Choice — Available January 1, 2008

Against the backdrop of rising health care costs, more employers are turning to consumer-directed plan options. To offer a better member, employer and consultant experience, Coventry Health Care has created C3—Coventry Consumer Choice.

A portfolio of packaged products

C3 presents a full suite of popular plan design options packaged to simplify the selection and administration process. Employers can choose the option that fits their unique cultures, including Flexible Spending Accounts (FSAs), Health Reimbursement Arrangements (HRAs), Health Savings Accounts (HSAs)* and Premium-only Plans. Within these options, employers can incorporate incentives for healthy living, deductible credit and carry-over features, flexible banking arrangements and much more. Additional fees may apply for optional services.

Exciting new features

C3 expands on previous CDHC options, presenting the following new features:

- Smart Payment to reimburse the correct party, whether it is the provider or the member
- Integrated pharmacy automatic reimbursement
- Specially trained Coventry Consumer Coaches to assist members with complex questions
- Dedicated employer service to assist with financial questions and banking processes

The single-source advantage

C3 is administered in-house by Coventry and is designed to work in concert with Coventry medical plans. Using an integrated option offers employers and their employees many advantages, including:

- A single-source solution for medical management, seamless administration and customer care
- High level of customer service with multiple resources to help employees make educated health care decisions
- Ease of administration for employers

For more information about C3, contact your Coventry representative or visit www.cvty.com.

* Available June 2008.

About Coventry Health Care

Coventry Health Care (www.cvty.com) is a diversified national managed healthcare company based in Bethesda, Maryland, operating health plans, insurance companies, network rental and workers' compensation services companies. Through its Commercial Business, Individual Consumer & Government Business, and Specialty Business Divisions, Coventry provides a full range of risk and fee-based managed care products and services to a broad cross section of individuals, employer and government-funded groups, government agencies, and other insurance carriers and administrators.