FOR IMMEDIATE RELEASE

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Contact Tony Ceasar at 205-558-7558 for an interview with a VIVA MEDICARE representative

VIVA MEDICARE expands coverage to Tuscaloosa County, including DCH Regional Medical Center
Enrollment in 2023 Medicare plans starts Oct. 15

TUSCALOOSA, Ala. – VIVA MEDICARE has announced new health insurance options for seniors and other Medicare-eligible individuals in the Tuscaloosa area. Dedicated to quality care and thorough member support, the trusted Alabama-based insurance company will work with DCH Regional Medical Center to serve this area.

The VIVA MEDICARE plan options will place patients, doctors, hospitals, and the patients' insurance company all on the same team while seeking to provide lower out-of-pocket costs and in-depth coordination of care for members.

"At DCH, we talk about our team as caregivers taking care of friends and neighbors," said Katrina Keefer, DCH Health System President & Chief Executive Officer. "That's why I am so excited that VIVA MEDICARE is coming to Tuscaloosa County. As an Alabama company, VIVA takes its role providing coverage to Alabamians personally. We share the same vision of quality and high-touch, personal care. DCH looks forward to a strong partnership with VIVA MEDICARE."

VIVA MEDICARE's plans are offered in 37 Alabama counties with a network of 78 hospitals, more than 10,000 doctors and other providers, and worldwide emergency coverage. The organization specializes in individualized patient support and coordination of care. This approach was central to the organization earning an elite 5-Star rating for the plan in 2022, making it the first and only Alabama-based insurer to receive the national distinction. VIVA MEDICARE has earned the prestigious quality award again for 2023.

"We truly care about our members and understand the needs of Alabama's older adults because we all live here, too," said Dr. Tara Bryant, VIVA HEALTH's Chief Medical Officer. "We make it easy to get the care you need, when it's needed. Our goal is to help Alabamians navigate complex health care issues, and expanding into Tuscaloosa County opens the door for even more Alabamians to see what makes us so special."

Medicare Advantage plans like those offered by VIVA MEDICARE cover all the benefits of traditional Medicare, typically offer additional benefits, and usually include prescription drug coverage. Unlike traditional Medicare, Medicare Advantage plans cap the amount of yearly out-of-pocket costs members pay for medical care, and most charge set copays for doctors' visits and hospital stays.

Medicare Advantage plans change every year, so Medicare recipients should research options and compare by zip code and quality ratings as well as monthly premiums, copayments, deductibles, and the network of hospitals, doctors, and other providers from whom a member can seek care.

Medicare's Annual Open Enrollment Period

The primary opportunity to change plans is Oct. 15 until Dec. 7, Medicare's annual open enrollment period. Individuals may switch between traditional Medicare and private Medicare Advantage plans, change from one Medicare Advantage plan to another, or add/change prescription drug coverage.

VIVA MEDICARE offers plans starting at a $0 monthly plan premium and includes benefits such as $0 primary care visits, dental, vision, and hearing aid benefits, and a quarterly allowance to purchase drug store items with free, two-day shipping. Every VIVA MEDICARE plan gives members access to local gyms and at-home fitness programs, a 24/7 nurse help line, and the peace of mind of a yearly cap on out-of-pocket medical costs. Some VIVA MEDICARE plans even include a monthly allowance for food and transportation.

Interested individuals may enroll over the phone or request an appointment with an agent by calling 1-888-830-VIVA (8482). TTY users dial 711. Hours: 8am- 8pm, Monday-Friday (Oct 1-Dec 31: 8am- 8pm, 7 days a week). Individuals also may enroll at VivaHealth.com/Medicare/Enroll.

About VIVA HEALTH:

Founded in 1995, VIVA HEALTH has a contract with the federal government to offer Medicare Advantage plans in 37 counties in Alabama and is licensed by the state to offer employer-sponsored coverage in all 67 counties. Part of the UAB Health System, VIVA HEALTH has over 50,000 VIVA MEDICARE members and provides or administers health benefits to more than 50,000 members in employer group health plans. VIVA HEALTH's headquarters are located in Birmingham, Ala., and the organization consistently has been ranked by Modern Healthcare as one of the nation's best places to work in health care.

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