



FOR IMMEDIATE RELEASE

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Contact: Tony Ceasar – 205-558-7558 for photos or an interview with a VIVA MEDICARE representative

Local Medicare plan receives second elite 5-Star national ranking

VIVA MEDICARE again ranked among best by the Centers for Medicare & Medicaid Services Enrollment in 2023 Medicare plans now under way

BIRMINGHAM, Ala. – VIVA MEDICARE has been named an overall 5-out-of-5-Stars Medicare Advantage (MA) plan by the Centers for Medicare & Medicaid Services for the second consecutive year. The local plan, which last year became the first Alabama-based plan to achieve this exceptional distinction, is once again ranked among the most elite Medicare plans across the nation.

Known for its commitment to delivering quality care with a personal touch, the health insurer earned the top ranking based on its excellent performance on 38 unique measures across key areas, such as preventive screenings and tests, chronic condition management, provider responsiveness and care, member complaints/disenrollments, and customer service.

VIVA HEALTH, which is part of the renowned University of Alabama at Birmingham (UAB) Health System, has served Alabama for more than 25 years and has a member base that extends far beyond its home city. The company's Medicare Advantage 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.

"To be ranked among the best Medicare plans in the nation for two years in a row is quite an accomplishment!" said Dr. Tara Bryant, VIVA HEALTH's chief medical officer. "This distinction reflects our commitment to caring for and understanding the needs of Alabama's older adults, with whom we live and work alongside in communities across the state. From Huntsville to Mobile, we treat each of our members like a neighbor, not a number. This, along with great benefits and programs to keep our members healthy, has helped us earn the trust of more than 50,000 Medicare-eligible Alabamians. VIVA MEDICARE makes it easy to get the care you need, when it's needed, and we are honored to serve each and every member."

Annual Enrollment Period

Medicare's annual enrollment period began Oct. 15, and recipients have until Dec. 7 to make their health plan choices for 2023. However, VIVA MEDICARE's 5-Star rating means that Alabamians have access to the 5-Star special enrollment period, which allows Medicare beneficiaries to switch from their current Medicare plan to a Medicare plan with a 5-Star rating throughout the year. This special enrollment period can be used once between Dec. 8, 2022, and Nov. 30, 2023, extending beneficiaries' options to enroll in a plan beyond Medicare's standard, limited enrollment timeframes.

VIVA MEDICARE offers plans starting at a \$0 monthly plan premium and with or without prescription drug coverage. All VIVA MEDICARE plans include perks 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 peace of mind with a yearly cap on out-of-pocket medical costs. Some VIVA MEDICARE plans even include a monthly allowance to buy food and produce, a discount of \$50 a month from the Medicare Part B premium, and transportation. VIVA MEDICARE also operates community-based, retail locations where members can walk in to have questions answered, attend events or simply chat with VIVA HEALTH staff.

Trust and reliability are key values at VIVA MEDICARE, and this difference is apparent to members like Jack Tester from Hoover.

“I would recommend VIVA MEDICARE to anyone,” Tester said. “My wife is on it. I’m on it. They are absolutely, 100 percent 5-Star-rated.”

VIVA MEDICARE is taking calls at 888-830-8482 (toll-free) seven days a week, 8 a.m.–8 p.m. (Jan. 1–Sept. 30: Monday–Friday, 8 a.m.–8 p.m.). TTY users call 711. Individuals may enroll over the phone, online at www.VivaHealth.com/Medicare/Enroll or at a VIVA HEALTH Café or request an individual appointment with an agent.

For more information about the Medicare Star Rating Program and the 5-Star special enrollment period, visit <https://www.medicare.gov/sign-up-change-plans/when-can-i-join-a-health-or-drug-plan/5-star-special-enrollment-period>.

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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