



FOR IMMEDIATE RELEASE

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## **Infirmary Health partners with top-rated VIVA MEDICARE on new coverage option in the Mobile market**

### **VIVA MEDICARE receives elite 5-Star national ranking**

#### **Enrollment in 2022 Medicare plans now open**

**MOBILE, Ala.** – Infirmary Health is proud to announce its new co-branded Medicare product with VIVA MEDICARE, which has been named an overall 5-out-of-5-Stars Medicare Advantage (MA) plan by the Centers for Medicare & Medicaid Services. VIVA MEDICARE is the first and only Alabama-based health plan to achieve this exceptional distinction.

In 2022, the two organizations will launch a new Medicare Advantage product called *Infirmary Health Advantage* (HMO) that will put patients, doctors, hospitals and the patients' insurance company all on the same team, with the shared goal of better health for patients.

This co-branded Medicare Advantage plan offering will be available to seniors and others with Medicare in Mobile and Baldwin Counties. Infirmary Health's facilities, clinics and affiliated physicians comprise the core network for the new product, which offers lower out-of-pocket costs and close coordination of members' health care needs. The relationship among Infirmary Health, the physicians and VIVA MEDICARE makes the new plan choice unique in the Mobile area.

"Infirmary Health's partnership with VIVA MEDICARE is patient focused and is designed to provide the very highest quality of care along with the most comprehensive array of benefits available in Mobile and Baldwin Counties to its members," said Mark Nix, president and chief executive officer of Infirmary Health. "Infirmary Health's clinical staff will meet regularly with VIVA's clinical team to ensure patients receive the quality care they expect and deserve, whether in the hospital or at their doctor's office. VIVA MEDICARE's recent 5-Star designation by Medicare demonstrates its commitment to the members and aligns with Infirmary Health's vision as the FIRST CHOICE for healthcare in our region."

Known for its commitment to delivering quality care with a personal touch, VIVA MEDICARE earned the 5-Star rating from CMS based on its excellent performance on 40 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 has served Alabama for more than 25 years and has offered Medicare Advantage products in the Mobile market since 2011.

Medicare's annual enrollment period began Oct. 15, and recipients have until Dec. 7 to make their health plan choices for 2022.

However, VIVA MEDICARE's 5-Star rating means that, for the first time, Alabamians have access to the 5-Star special enrollment period to join a standard Medicare Advantage plan. This allows Medicare beneficiaries to switch from their current Medicare plan to a Medicare plan with a 5-Star rating. This special enrollment period can be used once between Dec. 8, 2021, and Nov. 30, 2022, extending beneficiaries' options to enroll in a plan beyond Medicare's standard, limited enrollment timeframes.

"Understanding Medicare coverage is complex, and we specialize in supporting individuals through the selection process and after," said Dr. Tara Bryant, VIVA HEALTH's chief medical officer. "VIVA MEDICARE's 5-Star distinction is the result of our outstanding support of our members and health care providers that only a local health plan can offer. Beyond a number, we see each member as our neighbor who deserves only the very best, and that is exactly what we aim to deliver."

*Infirmary Health Advantage* has a \$0 monthly plan premium and includes prescription drug coverage and worldwide emergency coverage. It includes perks such as \$0 primary care visits, low specialist copays, dental, vision and hearing aid benefits, and a quarterly allowance to purchase drug store items with free, two-day shipping. Members will also have access to local gyms and at-home fitness programs, a 24/7 nurse help line, and peace of mind with a low, yearly cap on out-of-pocket medical costs. VIVA MEDICARE also operates a community-based, retail location, located in Mobile at 3059 Dauphin Street, where members can walk in to have questions answered, attend events or simply chat with VIVA HEALTH staff.

VIVA MEDICARE is taking calls at 888-830-8482 (toll-free) seven days a week, 8 a.m.–8 p.m. (April 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](http://www.VivaHealth.com/Medicare/Enroll), at the 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 Infirmarium Health:**

Infirmarium Health is the largest not-for-profit, non-governmental healthcare system in Alabama. The system is comprised of four acute care hospitals, two rehabilitation hospitals, more than 60 physician practice locations and other affiliates. With more than 700 physicians on the medical staff and 6,000 employees, Infirmarium Health serves all counties across the Gulf Coast region and is committed to being the FIRST CHOICE for healthcare in the region.

**About VIVA HEALTH:**

Founded in 1995, VIVA HEALTH has a contract with the federal government to offer Medicare Advantage plans in 35 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 nearly 50,000 VIVA MEDICARE members and provides or administers health benefits to more than 50,000 members in employer group health plans. VIVA HEALTH is Alabama based, and customer service questions are answered by employees in Alabama. Modern Healthcare ranked VIVA HEALTH as one of the best places to work in health care in the country in 2021.

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