

FOR IMMEDIATE RELEASE

For more information,  
Contact Nicole Weiss  
(407) 209-1010 x 2405  
nweiss@pupcorp.com

**Time is of the essence for Medicare beneficiaries**

*Recent changes to the Medicare program leave little time for play*

ORLANDO, Fla. – (April 30, 2010) Medicare beneficiaries might want to choose their Medicare Advantage plan wisely this fall, as the Open Enrollment Period, also known as the switch period, has been eliminated from the Medicare program.

The switch period, which in previous years lasted from January 1 to March 31, gave Medicare beneficiaries the chance to reevaluate their options and switch to a different Medicare health plan. In its place, Medicare is introducing an Annual Disenrollment Period from January 1 to February 14. During this time, beneficiaries can only switch back to original Medicare with an option to elect stand-alone Part D prescription drug coverage.

Other changes to the Medicare program include the adjustment of the Annual Enrollment Period, which has been shortened to 45 days. The new Annual Enrollment Period of October 7 to December 15, 2011 will be in effect for coverage in 2012.

The sea of Medicare change means one thing for Medicare beneficiaries: less time to make important healthcare decisions. Physicians United Plan (PUP) encourages Medicare beneficiaries to become familiar with their Medicare options in advance this year, as the countdown to finding the right Medicare Advantage plan will shortly begin—and end.

**About Physicians United Plan**

Physicians United Plan is an award-winning, URAC-accredited health plan and a leading provider of Medicare Advantage products in Central Florida. PUP has successfully transformed itself from a neighborhood-based health plan, and emerged as a major health care provider in 14 Florida counties. PUP's success has been fueled by its commitment to member-centric values and solid provider networks. For more information, visit [www.pupcorp.com](http://www.pupcorp.com)

###