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## **Physicians United Plan (PUP) holds special appreciation events for thousands of valued Members**

ORLANDO, Fla. – (January 20, 2011) -- To express thanks to thousands of new and existing Members, Physicians United Plan (PUP) has organized over 30 Member Appreciation events in 6 counties throughout the months of January and February.

At the events, Members have the opportunity to speak one on one with friendly representatives, update personal information and learn new ways to improve their health. They're also treated to a special meal – a nice change of tempo for Medicare beneficiaries, as The Centers for Medicare and Medicaid Services (CMS) does not allow health plans to offer meals during Medicare's Annual Enrollment Period.

"These events are all about having a good time. Out of all their options, these Members entrusted their health in PUP. We're so glad to be able to show our appreciation in a way we know matters to them," says Gigi Custer, Supervisor of Marketing Operations.

While the tone of the festive events remains strictly celebratory, Healthy Living in 2011 has been set as the overall theme. To accompany a brief, interactive Healthy Living discussion, PUP has created unique Healthy Living Road Maps to encourage Members to stay up to date with checkups and health screenings in 2011. The booklet also features a checklist that Members can bring to doctor appointments to ensure no important health screening goes unnoticed.

Reaching out to Members with dynamic events and personalized health resources are just a few of the ways PUP is thinking outside the box to improve the health and well-being of its Members in 2011. For more information, contact Nicole Weiss at [nweiss@pupcorp.com](mailto:nweiss@pupcorp.com)

### **About PUP**

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.UaskPUP.com](http://www.UaskPUP.com)