



INTRODUCING HEALTHCORE

Benefit Specialists of NY, a wholly owned subsidiary of the Greater Syracuse Chamber of Commerce, is proud to introduce Healthcore to the Central New York region. Healthcore is an initiative of Healthy NY, a New York State Insurance Department program that provides affordable health insurance coverage to working individuals, sole proprietors, and small businesses.

Compared to typical commercial products, Healthcore expands the affordability of health insurance through a subsidy program sponsored by New York State. If you are eligible for Healthcore, you automatically qualify for a minimum 15% reduction off the premium.

Awareness of your individual health condition is important in controlling current and future health conditions and consequences. By taking an online and confidential Health Risk Assessment, you will qualify for an ADDITIONAL 5% reduction off the premium.

Healthcore will help New Yorkers reduce the risk associated with the consequences of not having adequate health care coverage by providing:

- Access to affordable benefit packages, preventive care and wellness programs;
- Easy plan enrollment;
- The education and information to help individuals effectively navigate the health care system and the ability to make informed decisions about your health and future.

Paul Muoio, president of Benefit Specialists, stated that the pilot project represents a great opportunity for the uninsured to obtain affordable health care coverage. In addition, the project will help individuals and businesses better understand how to protect not only their health but also their financial assets. Education, outreach initiatives and community advocacy strategies will be integral aspects of the project.

Healthcore will be offered on a limited basis in Cayuga, Cortland, Herkimer, Jefferson, Lewis, Madison, Oneida, Onondaga, and Oswego counties.

For more information about Healthcore, please call Benefit Specialists of NY at 315-470-1930 or call toll-free 1-800-427-1551, or email info@benefitspecialistsny.com.

Healthcore insurance products are underwritten by United Healthcare and are pending NYS Insurance Department Approval. Healthcore is expected to be available for a May 1, 2009 effective date.