

A MEDIA RELEASE FROM YOUR BBB



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For Immediate Release
January 17, 2004

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BBB ANNOUNCES HEALTH INSURANCE ASSOCIATION PLAN

(Louisville, KY) The Better Business Bureau announces BluegrassSelect, a group health insurance offering to association members.

Members of the BBB have the opportunity to participate in the plan, which was specially formulated for BBB member companies with 2 to 50 employees by Bluegrass Family Health. The plan includes an attractive lineup of HMO, PPO and POS products at competitive rates.

“Membership in the Better Business Bureau is commitment to ethical business practices,” BBB President & CEO Charles Mattingly says, “The BBB is working to provide more benefits to members, consistent with the Better Business Bureau’s ethics mission. The option to participate in the BluegrassSelect Plan will be a valuable member benefit for many small businesses.”

The first company to take advantage of the offering was itself an insurance agency. Tom Nolan, President of Nolan Insurance Corporation explains, “Insurance agents need health insurance too. That’s why we could not pass by the Better Business Bureau plan.” Nolan adds, “The BBB plan had the best benefits at the most affordable cost for our firm.”

According to Garry Ramsey, Chief Marketing Officer of Bluegrass Family Health, “We look for ways to offer innovative plans which bring affordable insurance to smaller companies. The BluegrassSelect plan for BBB members is one of these ways.”

Better Business Bureau Association plans have attracted other Louisville businesses like the Louisville Athletic Club. “The opportunity to participate in an association plan offered through a BBB works well for our Louisville health club,” states LAC President Jeff Graue, “It saves us money and keeps our employees happy. We have had Bluegrass Family Health at our Lexington Facility for years and the opportunity to select them for our Louisville location brings us the value and personalized customer service we trust.”

BluegrassSelect is available through BBB member insurance brokers or by contacting MedLink, a Louisville employee benefits brokerage agency. Members of the Better Business Bureau can call MedLink at (502) 245-1371 or (800) 960-1371.

Established in 1993, Bluegrass Family Health is a Kentucky-based, not-for-profit company with a comprehensive provider network, offering competitive rates and community-based service. BFH offers their members more than 5,538 physician providers and 88 Hospitals throughout 99 counties in Central, Eastern and Western Kentucky.

The Louisville office of Bluegrass Family Health is located at 9750 Ormsby Station Road, Ste. 110, Louisville, KY 40223. Their phone number is (502) 420-2359 or (800) 787-2680.



(left to right) Garry Ramsey (Bluegrass Family Health), Tom Nolan (Nolan Insurance Corporation), Charles Mattingly (Better Business Bureau), and Matt McDevitt (MedLink)

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