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201-641-1911x50

National Health Options Creates First Private National Healthcare Assistance Program for Employers, Individuals Who Are Underinsured or Uninsured

New “retail” coverage option includes free pharmacy discount card

Mt. Kisco, N.Y. – June 1, 2010 -- [National Health Options](#) (NHO) announces the first healthcare assistance program of its kind designed to offer an affordable, accessible, and comprehensive solution for Americans, employers, groups and associations -- including an estimated 47 million people who are underinsured or unemployed. NHO provides access to high quality healthcare products and services that can improve individual health and welfare.

“The [Congressional Budget Office](#) estimates that reform legislation will eventually cover 32 million more Americans, [leaving 23 million uninsured by 2019](#),” says Richard Lungen, president of NHO. “Similar to ‘big box’ retail shopping clubs for purchasing merchandise at a lower cost, NHO offers convenient, cost-effective options to access prescription drugs and healthcare services through a private network of nearly one million dentists, physicians and other healthcare professionals. Nobody is excluded, including non-citizens or those with pre-existing conditions.”

Marketed directly to consumers and through insurance brokers, third-party administrators and channel partners, NHO’s private label, custom healthcare programs can mirror or supplement traditional employer benefit plans. NHO has assembled best practice companies into a single platform:

- Pharmacy Benefits Card: Thousands of brand name and generic drugs at significant discounts – from 15-60 percent -- including tiered co-pay programs.
- Competitive premiums: Limited liability and short-term medical, hospitalization coverage, discount dental, telemedicine, medical tourism.



- Programs that include guaranteed issue, price transparency, immediate coverage, NO declines.
- Bilingual advocacy and customer support.
- Telemedicine: Telephone “house calls” from board certified licensed physicians eliminate wait times for office visits and reduce costly ER visits.
- Reloadable debit card (no-credit check): Member or employer funded, used for any purchase, including the monthly healthcare assistance program, coming soon.

“We took more than 60 years of health insurance and human resources experience to create the single best solution available anywhere in the country,” says Lungen. “Market receptivity is already palpable.”

About National Health Options

National Health Options is the nation’s first membership-based, healthcare assistance program of its kind designed to offer a comprehensive, retail solution offering multiple options for accessing high quality, affordable healthcare products and services. Visit www.nationalhealthoptions.com.