

Longevity Alliance Expands to Help More Select Medicare Plans

Opens new Pennsylvania office to assist with Medicare Advantage, Medicare Supplement and Part D plans. Launches new website at www.iquote.com.

Chandler, AZ -- Oct. 25, 2011 – Longevity Alliance a national insurance broker specializing in Medicare insurance plans, opens its new East coast office this week in Blue Bell, Pennsylvania. Just in time for the Medicare annual enrollment period which runs Oct. 15 – Dec. 7 the office will assist Medicare beneficiaries find the right [Medicare health insurance plan](#).

“We’re very excited about expanding our ability to serve more Medicare beneficiaries during this time of year,” said Joseph Volpe, President and CEO of Longevity Alliance. “We have found a wealth of talented and knowledgeable representatives in Blue Bell who can assist those looking for new Medicare health insurance plans.”

Longevity Alliance is an independent national insurance broker. The company offers consumers a choice of Medicare plans – Medicare Advantage, Medicare Supplement and Medicare Part D prescription Drug plans – from over 24 leading Medicare insurance companies nationwide.

Longevity Alliance also just launched its new website www.iquote.com to provide consumers looking for Medicare health plans with information and assistance.

“In the next six weeks millions of people will be considering new Medicare plans. We believe the process should be simple and straightforward. And that consumers should get REAL choice by being offered a choice of Medicare plans so they can find the one that fits best,” Volpe said. “At Longevity Alliance consumers simply request [Medicare quotes](#) online or by calling us toll-free at 1-800-352-9742. Our representative then takes them through a 3-step process designed to make them feel confident about their insurance decision.”

“Our advisors have no financial incentive to recommend one plan over another; their goal is aligned with the consumer's and that is to match the consumer with the most appropriate plan.” Volpe added.

In addition to employing representatives at its new Blue Bell office, Longevity Alliance has joined with two leading Philadelphia based companies to launch its new website www.iquote.com. At iQuote.com consumers can request Medicare quotes, long term care quotes and term life quotes.

O3World has lead the effort to build the company's new website where consumers will find information and resources about Medicare and Medicare insurance plans, long term care insurance and term life insurance.

"The new site leverages a sleek new design that makes requesting quotes, information, and advice on Medicare Health Insurance, Long-term Care, and Life Insurance as easy and painless as possible. When designing the site it was important to combine a clear, thoughtful user experience with the easy sense of "real choice" iQuote offers its audience. The result is a clean aesthetic and engaging graphical treatments that clearly illustrate iQuote's offerings and information. As the site expands over time, so will the depth of content and rich media usage," said Mike Gadsby, Partner and Creative Director, O3 World.

SEER Interactive is spearheading Longevity Alliance's interactive search strategy. "We are excited to be working with a company that offers true choice and service to their customers," said Wil Reynolds, Founder of SEER Interactive. "Through our efforts we hope to increase exposure for Longevity Alliance, and connect them with the right people who can benefit most from their service."

About Longevity Alliance

Longevity Alliance is an independent national insurance broker that helps people find the right insurance solutions for their Medicare, long-term care and life insurance needs. Longevity Alliance is licensed to sell insurance in all 50 states and the District of Columbia. It conducts business entirely through the telephone and the Internet.

Each consumer who calls receives the free service of a personal advisor who guides them over the phone through a simple 3 step process designed to make them feel confident about their insurance purchase: We Inform & Educate; Advise; and Enroll.

With its headquarters in Chandler, Arizona, Longevity Alliance specializes in the mature market and has helped thousands of Medicare beneficiaries and their families find the right [Medicare supplement](#) or advantage plan, long term care insurance plan and term life insurance policy.

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