

Making the Medicare Milestone Easy and Stress Free for Baby Boomers  
3-STEP process at Longevity Alliance

Chandler, AZ – Sept. 2, 2011 -- Turning 65 and enrolling in a Medicare health plan doesn't have to be confusing and stressful. At Longevity Alliance Medicare beneficiaries will find an easy 3-STEP process that takes them from exploring Medicare health plan options to enrolling.

**“We understand how confusing selecting a Medicare plan can be. When our advisors work with consumers their focus is on understanding their needs and providing REAL CHOICE by comparing benefits and prices among more than 24 leading Medicare insurance companies,”** said Joseph Volpe, President & CEO of Longevity Alliance.

The Longevity Alliance 3-STEP process for helping consumers identify the right Medicare health plan for their needs is:

**Step 1. Inform and Educate.** Being informed and educated about Medicare basics and options is very important. The Longevity Alliance health plan advisor provides information about Medicare and Medicare health insurance plans. Consumers speak with the advisor about their health care needs, any financial considerations and what's most important for them in a health care plan.

**Step 2. Advise.** Once the consumer has told the advisor about their situation and health care needs, the advisor will discuss their options whether it is Medicare Supplement, Medicare Advantage or Medicare Part D. **The consumer will be provided with a choice of plans and Medicare insurance quotes.** The advisor will answer any questions and help guide the consumer to the most appropriate plan. ALL of this assistance is **FREE to the consumer** and is done through telephone conversations and email for the consumer's convenience.

**Here's an important difference about Longevity Alliance:** our advisors have **no financial incentive** to recommend one plan over another. Their goal is to simply find the right Medicare health insurance plan for the consumer.

**Step 3. Enroll.** Once the consumer and advisor have reviewed the plan options, and the consumer is totally comfortable with the information, they will select a plan. Longevity Alliance assists with all of the paperwork – no need for the consumer to worry – and we work on their behalf with the insurance company to get the policy issued.

## **About Longevity Alliance**

Longevity Alliance is a national insurance broker that provides consumers with a choice of over 24 Medicare health plan companies in all 50 states and the District of Columbia. Longevity Alliance believes consumers deserve REAL CHOICE. To the consumer that means:

- A number of companies to choose from so it is easy to shop and compare plans
- Advice they can count on from people who are specialists and
- Help in enrolling in the plan of their choice.

Longevity Alliance offers Medicare Advantage, Medicare Supplement and Medicare Part D plans. More information about Longevity Alliance services can be found at [www.iguote.com](http://www.iguote.com) or by calling 1-800-352-9742.

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