



# National Association of Health Underwriters

*America's Benefits Specialists*

**FOR IMMEDIATE RELEASE**  
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## **Health Plans to Strengthen Private Fee-for-Service Medicare Advantage Plans** *Statement by Janet Trautwein, CEO and EVP, National Association of Health Underwriters*

(Arlington, VA) -- "Seven of the largest carriers selling Medicare Advantage plans have volunteered to temporarily stop marketing non-group Medicare Advantage Private Fee-For-Service plans in order to strengthen consumer protections and make the plans better for our nation's seniors. The Centers for Medicare and Medicaid Services (CMS) required companies selling Medicare Advantage plans to make these marketing improvements by 2008 but these top sellers have volunteered to make these enhancements immediately.

"To ensure that NAHU members are equipped with the most up-to-date and accurate information on marketing Medicare plans, during the past year NAHU, along with America's Health Insurance Plans (AHIP), established a four-part education program on Medicare, Medicare Part D and Medicare Advantage. The NAHU/AHIP course teaches the marketing rules and responsibilities of each program and, like all of NAHU's many education programs, it covers and encourages ethical professionalism.

"NAHU and AHIP are currently working to strengthen the Medicare Advantage program even more by requiring all participants to pass an exam in order to ensure that every person marketing this program is appropriately trained. Medicare beneficiaries will now have the peace of mind knowing the information about their health plan choices is clear and accurate so that they can make the most informed decision regarding their health care.

"There has been some recent publicity, depicting a few unethical health insurance agents looking to take advantage of Medicare beneficiaries through unscrupulous means. However, it is important to note the vast majority of health insurance producers work very hard to find quality and appropriate health coverage at the best possible price for millions of employers, individuals and families every day.

"Professional health insurance producers like those who are members of the National Association of Health Underwriters (NAHU), are bound by a strict code of ethics which states they must, "respect my clients' trust in me and to never do anything which would betray their trust or confidence." NAHU members are of the highest caliber; therefore, the actions of a dishonest few should not be interpreted as representative of our entire industry."

The National Association of Health Underwriters represents 20,000 professional health insurance agents and brokers who provide insurance for millions of Americans. NAHU is headquartered in Arlington, VA. For more information, please contact Kelly Loussedes, vice president of public relations at 703-276-3835 or [kloussedes@nahu.org](mailto:kloussedes@nahu.org).

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