

**For Immediate Release**

## **HealthMetrix Research Selects UCare Website for 2010 MedicareWebWatch Certification**

COLUMBUS, Ohio (April 12, 2010) – HealthMetrix Research Inc., an independent managed care research firm, announces the selection of UCare's Medicare Advantage plan website for **MedicareWebWatch** certification. The website was selected for certification following a comprehensive review by HealthMetrix Research of over 135 Medicare Advantage websites. **MedicareWebWatch** certification recognizes excellence in Medicare plan website content, connectivity, design and privacy assurance. According to HealthMetrix Research Inc. president Alan Mittermaier:

"Given the increasing necessity for Medicare Advantage plans to communicate detailed information and execute transactions via the internet, plan websites must provide a high-value, positive experience for plan members, caregivers and guests. UCare was chosen for **MedicareWebWatch** certification based on the high relevance and readiness of their Medicare Advantage website. HealthMetrix Research is pleased to recognize UCare for its outstanding preparedness especially as beneficiaries encounter substantial changes to the Medicare Advantage program."

**MedicareWebWatch** certification is based on HealthMetrix Research's methodology that addresses 50 website features related to: plan-specific content; external content resources; member connectivity; design and navigation; privacy and security. Certification details are available at [www.MedicareWebWatch.com](http://www.MedicareWebWatch.com). HealthMetrix Research Inc. neither recommends nor endorses specific Medicare plans or products.

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***"Excellence in Website Content, Connectivity,  
Design and Privacy Assurance"***

For certification details, visit [www.MedicareWebWatch.com](http://www.MedicareWebWatch.com)  
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