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FOR IMMEDIATE RELEASE

New Website – Joppel – Helps Consumers Make Wise Decisions About Medicare Coverage

***Tools and Co-Browser Will Help Consumers Navigate
MEDICARE Options During Annual Election Period***

(ORANGE, CA) – Nov. 1, 2010 -- HealthCompare Insurance Services, Inc., a subsidiary of the Word & Brown Companies, announced the launch of Joppel.com, a new web site to help consumers easily evaluate, compare and enroll in private insurance plans participating in the nation's Medicare program. Plans available on Joppel.com include Medicare Part C (Medicare Advantage), supplemental insurance (Medigap) and Part D (prescription drug coverage).

Nearly 47 million Americans will select their 2011 Medicare coverage beginning November 15 through December 31 during Medicare's Annual Election Period. Joppel's proprietary tools and search functions, along with live telephone support, make it stand out among the many web sites catering to the nation's Medicare consumers.

Joppel's "co-browser" function – unique among Medicare web sites today – allows consumers to invite up to three trusted advisers to review the information with them in 'real-time.' That way, a family member, friend, or health care advocate can assist consumers in reviewing various options in entirely secure internet connections, regardless of where the consumer or advisers are located.

Its "needs analysis" tool helps visitors evaluate plans where they live based on their current health needs, prescription drug usage and what they can afford. It reviews hundreds of options and plans and then sorts the information so visitors can easily see and review the recommendations – up to three plans at a time – based on premiums, co-payments and other desired benefits.

Joppel also offers consumers “live telephone support” from trained and licensed U.S.-based staff, Monday through Friday, 6:00 a.m. - 5:00 p.m. Pacific Time, at 1-888-956-7735 or 7-1-1 for TTY users. Extended service will be offered during Medicare's Annual Election Period, November 15 through December 31, 2010. Staff will be on-hand Monday through Friday, 5:00 a.m. – 8:00.p.m. Pacific Time; Saturdays, 8:00 a.m. – 5:00.p.m. Pacific Time.

“Joppel brings some of the newest and most innovative technology features to Medicare,” said Kathy Feeny, senior vice president for HealthCompare and Joppel. “We've taken our experience in helping consumers better understand insurance and applied it to making Medicare's annual plan review and selection easier. With Joppel, consumers can research Medicare options and make wise decisions on coverage in the privacy, convenience and security of their own home.”

Research continues to validate that older adults are going online and joining social networks to assist them in managing their health and well-being. A December 2009 Nielsen Company survey showed that the number of older adults who went online grew by six million versus the prior five years. Nearly half of those surveyed (47.3 percent) said they researched health care information, the seventh highest rated subject in the survey.

Joppel is a privately held company. Its technology and tools are the result of three years of research, development and feedback from consumers and consumer advocates associated with health care, online commerce and internet security.

About HealthCompare Insurance Services, Inc.

[HealthCompare](#), a Word & Brown Company, was developed in late 2009 to help individuals and families easily research, compare, buy, and enroll in the *right health insurance plan at the right price* online. Working closely with brokers and national insurance companies, HealthCompare offers individuals free, accurate, and customized health insurance quotes and personal assistance in finding and selecting the right program to fit their needs.

About The Word & Brown Companies

The Word and Brown Companies include the Word & Brown® General Agency, the leader in developing and distributing health benefit plan models and solutions to licensed brokers in California and Nevada; CHOICE Administrators®, the nation's only private health insurance exchange

administering healthcare programs for more than 10,000 employers covering as many as 200,000 members since 1996; CONEXIS, the nation's oldest and most trusted employee benefits administrator, providing COBRA/HIPAA, FSA, Commuter Benefits, and Direct Bill services to thousands of clients nationwide; Quotit[®] Corporation, the leading Internet application service provider for the health insurance and employee benefits industry; and HealthCompare, an innovative and personal approach to helping individuals and families easily research, compare, buy and enroll in the *right health insurance plan at the right price* online. For more information about The Word & Brown Companies, please visit www.thewordandbrowncompanies.com.

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