

# NEWS RELEASE



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*For Immediate Release*

## **UnitedHealthcare's Golden Rule Introduces Cost-Effective Dental and Vision Coverage Options for Consumers in North Dakota and Utah**

**INDIANAPOLIS (December 8, 2009)** – UnitedHealthcare's Golden Rule Insurance Company has introduced new cost-effective dental and vision care coverage options for individuals and families in North Dakota and Utah.

The new dental plans are available to consumers of all ages – including Medicare recipients and children – and do not require applicants to have any other insurance plans through Golden Rule or its affiliates. Applicants for the plans will automatically be accepted if they meet residency requirements and have no other dental insurance. Consumers who purchase the dental plans also can add vision coverage as an optional benefit.

Golden Rule's dental coverage features 100 percent coverage for preventive care with no deductible and no waiting period, as well as savings through UnitedHealthcare's extensive network of 73,000 dentists. Benefits of the new vision coverage include comprehensive eye examinations, prescription glasses and contacts. To help consumers keep their costs lower, discounts are offered through UnitedHealthcare's vision network of more than 24,000 private practice and retail chain providers.

“Dental and vision care are an important part of overall health and wellness, and in today's economy, cost effectiveness and flexibility in securing needed coverage are essential,” Golden Rule CEO Rich Collins said. “Given that trips to the dentist or eye doctor can be difficult to budget, our new coverage options will help individuals and families take better care of their health at a more affordable cost.”

Golden Rule Insurance Company has been a leading provider of health insurance for individuals and families for more than 60 years and became a UnitedHealthcare company in 2003. UnitedHealthcare's personal health plans are offered in 40 states and the District of Columbia and marketed under the UnitedHealthOne brand.

For more information about Golden Rule's dental or vision plans, consumers can call 1-800-974-4472, visit [www.goldenrule.com](http://www.goldenrule.com) or contact a local independent insurance broker who offers Golden Rule plans.

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