

# NEWS RELEASE



Contact: Ellen Laden  
Golden Rule Insurance Company  
(317) 715-7843  
[eladen@goldenrule.com](mailto:eladen@goldenrule.com)

*For Immediate Release*

## **UnitedHealthcare's Golden Rule Introduces Cost-Effective Dental and Vision Coverage Options for Consumers in Illinois and Maryland**

**INDIANAPOLIS (June 2, 2010)** – UnitedHealthcare's Golden Rule Insurance Company has introduced new cost-effective dental and vision care coverage options for individuals and families in Illinois and Maryland.

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. Customers who purchase the dental plans also can add vision coverage as an optional benefit.

In addition, new customers purchasing Golden Rule health plans in either state can add dental or dental/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," Golden Rule CEO Rich Collins said. "Our new coverage options will help individuals and families to take better care of their health at a more affordable cost."

Golden Rule offers a wide range of quality health insurance options for individuals and families, including lower-cost high deductible plans, health savings account (HSA) plans and more traditional copay plans.

In addition, Golden Rule offers short term health insurance designed to bridge gaps in health insurance coverage for workers between jobs who find COBRA too costly or who are not eligible for COBRA, new graduates who do not have insurance coverage through their parents, new employees not yet covered by employer plans, early retirees awaiting Medicare eligibility and others whose lives are in a time of transition.

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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 38 states and the District of Columbia and are marketed under the UnitedHealthOne brand.

For more information about Golden Rule's health insurance, 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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