

July 15, 2010

**SSC Demos the Latest Social Service CheckUp® Version**  
*SSC Presents at the Health Plan Alliance Medicare Conference.*

(Atlanta, GA), July 15, 2010 - Social Service Coordinators (SSC), Inc. demonstrated the latest version of its Social Service CheckUp® to attendees of the National Health Plans Alliance Medicare Value Visit in Atlanta, Georgia July 14 - 16. The Social Service CheckUp® website is a free, self-help version of SSC's popular GoldenTouch® service.

Bill Trenter, SSC's Vice President of Sales and Marketing shared that Medicare recipients have a choice to speak with an SSC Advocate over the phone or they can help themselves securely over the Internet. Through a short interview, Medicare recipients are able to determine which of the 8,000+ community assistance programs and benefits they may qualify for. Conference attendees were shown the new CheckUp® and how it produces streamlined results for users. The presentation covered how a Medicare recipient gains access to the required paperwork for so many programs through this easy-to-use on-line tool.

"The Social Service CheckUp® service doesn't replace our GoldenTouch® telephonic based service," says Mr. Trenter. "We've seen an increase in the desire for 'Do It Yourself' services and SSC is responding with a more streamlined and (more importantly) free, web-based service."

**IT'S AS EASY AS 1, 2 3**

The Social Service CheckUp® service educates Medicare recipients with many existing, but possibly unknown services and discount programs through three simple steps. One, the recipient answers a few basic questions; two, programs are identified that the recipient is likely to qualify for, and; three, the recipient accesses the required forms or paperwork.

"The approach we took with this version of the CheckUp® was to provide a faster process and a 'cleaner' output," says Megan McSheffrey, SSC Director of Corporate Development who headed up the release of this latest version. "One of the new additions to the service is the 'Medical Information' section. This section is streamlined to quickly find out if someone needs help paying for a certain medication and if they qualify for a Prescription Assistance Programs (PAP) based on their specific medical condition(s)."

**"DO IT YOURSELF" OR FOR A LOVED ONE**

By answering a few questions, a Medicare recipient can find numerous programs they may qualify for in a single visit. Try it FREE today for yourself or a loved one by visiting the SSC web site at [www.sscincorporated.com](http://www.sscincorporated.com). Simply click on the "Social Service CheckUp®" link (located on the bottom right of the front page).

**About Social Service Coordinators**

SSC is the nation's leading private social service company serving Medicare Advantage plans in providing education, advocacy, and enrollment assistance to qualifying members. Millions of Americans are eligible for—but not enrolled into—programs that can improve their quality of life. However, only a fraction of eligible recipients receive the benefits they are due. These services play a great role in promoting member loyalty, while increasing retention and satisfaction.

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