

**Social Service Coordinators Provides  
“Golden Touch Services”  
for Medicare Advantage Members**

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November 30, 2005 – Miami Lakes, FL – Social Service Coordinators (SSC), the national leader in dual eligible outreach and advocacy program administration for Medicare Advantage Health Plans, announced today the introduction of its Golden Touch Services (Golden Touch).

Golden Touch provides the members of participating Medicare Advantage Health Plans with a social service education and advocacy benefit that will help members gain a greater understanding of what public or private benefits and services are available to them.

On behalf of the sponsoring health plan SSC will:

- Interview the Medicare Advantage member to determine what, if any, social programs s/he is currently participating in and what programs s/he would likely qualify for (the “Social Service Check Up”);
- Educate the member on the financial or in-kind benefits those social programs offer;
- Advocate in behalf of the Medicare Customer by assisting them through the application process for such programs; including completion of the required applications; and
- Coordinate any required annual or periodic recertification procedures that may be required by the program sponsors.

“The introduction of Golden Touch is a natural progression of the services provided by SSC,” stated Alan Flaumenhaft, CEO of SSC. “For the past 6 years we have worked with Medicare health plan members to help improve their quality of life and have a positive effect on their overall health and well being. With Golden Touch we can help bring much needed relief from some of the financial challenges facing a growing number seniors and disabled individuals throughout the country.”

SSC has developed an extensive database of public and privately sponsored social programs in all 50 states. This social program database and SSC’s proprietary eligibility evaluation tool enables SSC Advocates in a single interview to determine what programs a Medicare Advantage plan member may qualify for. From there the appropriate applications are completed electronically for submission to the program sponsor.

To date several national Medicare Advantage health plans will begin offering the program to their members beginning January 1, 2006.

*Social Service Coordinators is a private company based in Miami Lakes, Florida and through their health plan sponsors, provides outreach and advocacy services for almost 2 million Medicare Advantage members.*