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**Sedgwick Press announces the Nineteenth Edition of
*HMO/PPO Directory***

Sedgwick Press, an imprint of Grey House Publishing, is proud to announce the publication of the Nineteenth Edition of *HMO/PPO Directory*. This useful resource is the most comprehensive directory of the rapidly changing managed healthcare industry, offering valuable, current, and detailed information to healthcare providers and interested individuals nationwide.

This newly updated 2007 edition is the result of extensive, year-long research, providing in-depth, hard-to-find information, all in a single volume. The detailed listings include information on HMOs (Health Maintenance Organizations), PPOs (Preferred Provider Organizations), POS (Point of Service) plans and, new to this edition, Medicare Advantage Plans.

Medicare Advantage Plans are plans offered by private HMOs or PPOs that allow members to enroll in a single plan that provides both Medicare Part A and Medicare Part B benefits. We've included over 1,200 of these plans, which appear both in the main body of the *HMO/PPO Directory* and in a brand new section. The section lists the plans in alphabetical order by state, then county, then organization and finally by plan name, enabling the user to find the availability of plans in his or her local area.

The first section of the book reviews insurance statistics by state and includes ranking tables on a variety of data points, including managed care organizations by total enrollment and by state enrollment.

The second section of the book contains profiles of nearly 1,250 HMOs and PPOs, 70 more than were included in the previous edition. The detailed entries are arranged alphabetically within state chapters, enabling users to locate important provider information quickly and efficiently. These listings include nearly 6,000 key executives, in addition to basic contact information (phone, fax, address, web site, e-mail) and company data (such as year founded, number of affiliated hospitals, types of coverage and payment plans offered and areas served).

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Grey House Publishing announces the Nineteenth Edition of *The HMO/PPO Directory*

This section also contains updated state profiles, which include coverage status and type by age, as well as state member enrollment numbers. The enrollment numbers have been completely updated to reflect mergers that have occurred in the year since publication of our 2006 edition.

As in previous editions, this new 2007 *HMO/PPO Directory* also includes a helpful glossary of terms, with over 80 common managed healthcare industry terms. Following the glossary is a list of important industry web sites, including the American Medical Association, National Committee for Quality Assurance, U.S. Food and Drug Administration, Centers for Medicare and Medicaid, Internet Healthcare Coalition, and Managed Care Information Center, among many others. Each web site listing contains a description of the organization or agency and its function within the managed healthcare industry.

To aid users in finding the exact information for which they are looking, five indices have been included in this new edition of *HMO/PPO Directory*: HMO Index (an alphabetical list of all HMOs in the directory), PPO Index (an alphabetical list of all PPOs in the directory), Other Providers Index (an alphabetical list of healthcare organizations other than HMOs and PPOs), Personnel Index (an alphabetical list of all executives, with affiliated organizations), and Membership Enrollment Index (a list of organizations by member enrollment).

For even easier access to the in-depth entries of *HMO/PPO Directory*, it is also available as an Online Database. Subscribers to the Online Database will have immediate access to the detailed listings of HMOs, PPOs and other providers contained in the print directory. With *HMO/PPO Directory—Online Database*, users will be able to conduct in-depth searches of the database to pinpoint organizations that meet their search criteria—with hotlinks to the listee’s web sites and email addresses. Finding managed healthcare industry information has never been easier, and now it’s only a click away. Visit www.greyhouse.com for a free search through the Online Database or call (800) 562-2139 for more information.

HMO/PPO Directory is an invaluable resource for anyone within the healthcare industry, a much-used marketing tool for companies who provide materials and services to the managed care industry, as well as a useful reference for consumers seeking education and information about the world of managed care. This one-stop reference has proven to be the premier guide in its field, containing an unprecedented amount of up-to-date information in a clear and easy-to-use format.

<i>HMO/PPO Directory</i>		
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