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### **For Immediate Release**

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## **Grey House Publishing announces the Twenty-Second Edition of the *HMO/ PPO Directory***

*“...HMO/PPO Directory a must for both public and academic libraries seeking a one-stop-shopping directory for valuable data about the health care industry.”*

*-ARBA*

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Grey House Publishing is proud to announce the publication of the Twenty-Second Edition of the *HMO/PPO Directory*. This useful resource is the most comprehensive directory of the rapidly changing managed healthcare industry. Inside you'll find valuable, current, and detailed nationwide information important to healthcare providers and interested individuals alike.

This 2010 edition includes 170 new plan profiles, plus revised, updated information in all others. This edition has updated detailed listings that include information on 1,082 HMOs (Health Maintenance Organizations), PPOs (Preferred Provider Organizations), POS (Point of Service) plans, Dental and Vision plans.

In addition to the plan profiles, you will find four informational documents. *Managed Care National Statistics* provides 2009 enrollment figures and trends in premium increases. *Trends in Health Care Costs and Spending*, illustrates overall spending, distributions and concentrations of healthcare spending, and impact on businesses. *Medicare Advantage* describes each plan, and the changes from 2009 to 2010. The last is *Side-by-Side Comparison of Key Medicare Provisions* in 2009 Health Reform Legislation. This offers information on benefit and premium changes, Medicare advantage reforms, prescription drug benefit reforms and physician payment reforms.

The first section of the directory covers insurance statistics by state. There are ranking tables on a variety of data points, including managed care organizations by total enrollment and by state enrollment. The second section of the *HMO/ PPO Directory* contains nearly 500 pages of entries that are arranged alphabetically within state chapters, enabling users to locate important provider information quickly and efficiently.

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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), these listings include over 5,000 key executives often with direct contact information. In addition to updated organization data, each state chapter begins with an updated individual State Profile that quickly identifies coverage status and type by age.

Another new addition is the Medicare Advantage Facts & Statistics section. A fact sheet that describes various types of Drug Plans and Medicare Advantage Plans. Also 20 more charts and tables are included with information ranging from MA Penetration in Rural vs. Urban Counties to Availability of MA Plans by State and Plan Type.

This edition also includes a Glossary of Terms, with over 150 managed health care industry definitions, from Adjusted Payment Rate (APR) to Gatekeeper and Point of Service. Following the Glossary users will find a list of 41 important Web Sites where researchers can go to find out more about this segment of the health care industry.

To aid users in finding exact information there are seven indexes. The first one is the Primary Care Physician Index that lists organizations in the directory by their number of primary care physicians. The second is the Referral/ Specialty Care Physicians Index that lists organizations in the directory by their number of referral and specialty care physicians. The HMO Index, PPO Index, and Other Providers Index are all alphabetical indexes that list names of each organization. The Personnel Index is an alphabetical list of all executives with their affiliated organizations. The Membership Enrollment Index lists all organizations by their member enrollment.

For even easier access, the *HMO/PPO Directory*, is available online through Grey House OnLine Databases (GOLD). Subscribers to GOLD will have immediate access to the detailed listings of HMOs, PPOs and other providers contained in the print directory. Finding managed healthcare industry information has never been easier, and now it's only a click away. Visit <http://gold.greyhouse.com> for a free search through the Online Database or call (800) 562-2139 for more information.

The *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.

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