



4919 Route 22  
PO Box 56  
Amenia, NY 12501-0056

800-562-2139  
Fax: 845-373-6360  
Email: [books@greyhouse.com](mailto:books@greyhouse.com)  
[www.greyhouse.com](http://www.greyhouse.com)

### **For Immediate Release**

October 26, 2011

Contact: Jessica Moody, VP Marketing  
Grey House Publishing  
(800) 562-2139 x101  
[jmoody@greyhouse.com](mailto:jmoody@greyhouse.com)

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

Grey House Publishing is proud to announce the publication of the Twenty-fourth 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 2012 edition includes a New **Implementation Timeline** that explains how and when the provisions of the health reform law will be implemented over the next several years. Plus, a **State Statistics and Rankings** section provides state-by-state numbers of individuals covered by type of health plans, and also ranks states by number of individuals enrolled in health plans. In addition, there are detailed profiles of **Managed Healthcare Organizations**.

Plan profiles are arranged alphabetically by state. An important feature of each state chapter is the state summary chart of Health Insurance Coverage Status and Type of Coverage by Age. This chart is broken down into 13 categories from "Covered by some type of health insurance" to "Not covered at any time during the year."

Directly following the State Summary, plan listings provide crucial contact information, including key executives, often with direct phones and e-mails, fax numbers, web sites and hundreds of e-mail addresses. Each profile provides a detailed summary of the plan, including some of the following:

- Type of Plan, including Specialty and Benefits
- Type of Coverage
- Type of Payment Plan
- Subscriber Information
- Financial History
- Average Compensation Information
- Current Member Enrollment
- Hospital Affiliations
- Number of Primary Care and Specialty Physicians

- Federal Qualification Status
- For Profit Status
- Specialty Managed Care Partners
- Regional Business Coalitions
- Employer References
- Peer Review Information

### **Additional Features**

In addition to the educational material in the front matter, state statistics and detailed plan profiles, *HMO/PPO Directory* includes two Appendices and five Indexes.

- Appendix A: Glossary of Health Insurance – Includes more than 150 terms such as Aggregate Indemnity, Diagnostic Related Groups, Non-participating Provider, and Waiting Period.
- Appendix B: Industry Web Sites – Contains dozens of the most valuable health care web sites and a detailed description, from Alliance of Community Health Plans to National Quality Forum to National Society of Certified Healthcare Business Consultants.
- Plan Index: Alphabetical list of insurance plans by seven plan types: HMO; PPO; HMO/PPO; Dental; vision; Medicare; and Multiple.
- Personnel Index: Alphabetical list of all executives listed in the directory, with their affiliated organization.
- Membership Enrollment Index: List of organizations in the directory by member enrollment
- Primary Care Physician Index: List of organizations in the directory by their number of primary care physicians.
- Referral/Specialty Care Physician Index: List of organizations in the directory by their number of referral and specialty care physicians.

To broaden its availability, the *HMO/PPO Directory* is also available for subscription online at <http://gold.greyhouse.com>. Subscribers can search by plan details, geographic area, number of members, personnel name, title and much ore. Users can print out prospect sheets of download data into their own spreadsheet or database. This database is a must for anyone in need of immediate access to contacts in the US managed care marketplace. Plus, buyers of the print directory get a free 30-day trial of the online database. Call (800) 562-2139 x118 to start your trial.

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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The *HMO/PPO Directory, 2012*

ISBN 13: 978-1-59237-761-9

700 pages

\$325.00

Online Database

Single User \$650

Single User & Print Directory Combo \$800

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Editorial Director: Laura Mars-Proietti

Publisher: Leslie Mackenzie