

## **Arise Health Plan, WPS offer health care reform seminars**

*Free sessions will help consumers learn whether they qualify for insurance subsidy*

**MADISON, Wis.—Nov. 6, 2013**—Arise Health Plan and WPS are hosting 16 free seminars in Wisconsin to inform residents about health care reform and help them determine whether they qualify for an insurance subsidy from the government.

The 90-minute seminars – titled “Health Care Reform and the Impact to Consumers” – will take place in seven communities between Nov. 12 and Dec. 12. Seating is limited at each location, and advance registration is necessary.

“Our goal is for the seminars to provide consumers with the information they need most to make the right decisions about their health insurance coverage,” said Jim Baird, WPS vice president of Individual Sales. “Many people don’t fully understand the important issues that can impact them directly, such as whether they will be eligible for financial help to pay premiums, what the penalties are for going without insurance, and what their range of options is. We can help them with answers that are specific to their situation.”

The program will include information on:

- Key points about health care reform and the Affordable Care Act.
- Who must purchase health insurance.
- What must be covered.
- Various benefit levels.
- Who qualifies for a cost-sharing subsidy.
- The penalty for not purchasing health coverage.
- Options offered by WPS and Arise Health Plan, which is a subsidiary of WPS.

To register, call 1-800-236-1448, from 7 a.m. to 7 p.m. Monday-Friday and 8 a.m. to 8 p.m. Saturday-Sunday.

### **Each seminar will be from 6 to 7:30 p.m. Here is the schedule:**

Nov. 12 – Westwood Conference Center, 1800 Westwood Center Blvd., Wausau.

Nov. 13 – Marriott, 7111 W. Washington Ave., Racine.

Nov. 14 – Hotel Mead, 451 E. Grand Ave., Wisconsin Rapids.

Nov. 18 – Radisson Hotel & Conference Center, 2040 Airport Drive, Green Bay.

Nov. 19 – AmericInn, 3300 E. Main St., Merrill.

Nov. 20 – Country Inn & Suites, 7011 122nd Ave., Kenosha.

Nov. 20 – Westwood Conference Center, 1800 Westwood Center Blvd., Wausau.

Nov. 21 – Holiday Inn Express, 2407 Neva Road, Hwy. 45, Antigo.

Dec. 4 – Westwood Conference Center, 1800 Westwood Center Blvd., Wausau.

Dec. 5 – Hotel Mead, 451 E. Grand Ave., Wisconsin Rapids.

Dec. 6 – Radisson Hotel & Conference Center, 2040 Airport Drive, Green Bay.

Dec. 9 – AmericInn, 3300 E. Main St, Merrill.

Dec. 10 – Marriott, 7111 W. Washington Ave., Racine.  
Dec. 11 – Holiday Inn Express, 2407 Neva Road, Hwy. 45, Antigo.  
Dec. 12 – Country Inn & Suites, 7011 122nd Ave., Kenosha.  
Dec. 12 – Aspirus Wausau Hospital, 333 Pine Ridge Road, Wausau.

### **About WPS**

Founded in 1946, WPS is Wisconsin's leading not-for-profit health insurer, offering affordable individual health insurance, family health insurance, high-deductible health insurance, and short-term health plans, as well as flexible and affordable group plans and cost-effective benefit plan administration for businesses. The WPS Medicare division administers Part A and B benefits for millions of seniors in multiple states, and the WPS TRICARE division serves millions more members of the U.S. military and their families. In 2013, the international Ethisphere® Institute named WPS one of the World's Most Ethical Companies for the fourth straight year. WPS is the only health insurance company to earn this distinction four times. For more information about WPS, visit [www.wpsic.com](http://www.wpsic.com).

### **About Arise Health Plan**

A wholly owned subsidiary of WPS, Arise Health Plan offers comprehensive and affordable health plan options and personalized service to businesses and residents in northeast, north-central, eastern, and southeastern Wisconsin. Arise offers a variety of individual health plans on and off the Marketplace, as well as affordable group health plans that encourage and reward employees for adopting healthier lifestyles. For more information about Arise Health Plan, visit [www.wecareforwisconsin.com](http://www.wecareforwisconsin.com).