



NEWS

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MAMSI Provides Health Plan Members with Coupons for Allergy Medicine

Rockville, Md. -- Mid Atlantic Medical Services, Inc. (MAMSI), one of the Mid-Atlantic region's largest health services companies, today announced a coupon program for its members who are allergy sufferers. About 100,000 MAMSI health plan members – everyone who filled prescriptions for a non-sedating antihistamine last year – will receive coupons for a new, over-the-counter medicine that can be purchased at a discounted price.

The coupons will be for Alavert, a non-prescription version of loratadine made by Wyeth Consumer Healthcare. Alavert is a lower-cost alternative for those seeking non-drowsy relief from allergy symptoms. Since the U.S. Food and Drug Administration's recent decision to make loratadine, the active ingredient in Claritin, available as an over-the-counter medicine, consumers are able to use a safe, effective, proven allergy medicine without a prescription or doctor's visit.

"We are pleased to send these coupons to our members. As pharmacy costs continue to escalate, this is one way we can help our members manage out-of-pocket expenses," says Thomas P. Barbera, MAMSI CEO and President. "Many of our members will benefit from both the coupons and knowledge that this product exists, as allergy symptoms are one of the most popular maladies in the United States," he adds.

The coupons, which are for \$5 and \$3 each, will be mailed in early March. The mailing will also include general information about non-sedating antihistamines. "When Wyeth made the coupons available, we knew it was a worthwhile endeavor to do this mailing. We wanted to make sure our members have access to this cost-saving opportunity," says Mark D. Groban, M.D., MAMSI Chairman.

MAMSI is one of the mid-Atlantic region's largest health services companies with subsidiaries covering more than 1.9 million lives in Maryland, Washington, D.C., Virginia, Delaware, North Carolina, Pennsylvania and West Virginia. MAMSI is a regional holding company whose subsidiaries include: three health maintenance organizations, MD-Individual Practice Association, Inc. (M.D. IPA), Optimum Choice, Inc.® (OCI) and Optimum Choice of the Carolinas, Inc. (OCCI); a preferred provider organization, Alliance PPO, LLC; a life and health insurance company, MAMSI Life and Health Insurance Company (MLH); a coordination of benefits company, Alliance Recovery Services, LLC (ARS); and home care companies such as HomeCall, Inc., FirstCall, Inc., HomeCall Pharmaceutical Services, Inc., and HomeCall Hospice Services, Inc. For more information about MAMSI, visit www.mamsi.com.

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