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Elderplan and HomeFirst Merge

Elderplan will assume operations; brand names remain

FOR IMMEDIATE RELEASE

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NEW YORK— Today the merger of Elderplan, a health plan with a Medicare contract, and HomeFirst, a Medicaid managed long-term care plan, was announced. Elderplan will assume operations of both programs; all health plan names, plan benefits and service options will remain the same. For example, Elderplan will continue to provide its members no cost or low cost health care coverage. HomeFirst members will continue to receive care from the home care, nursing home and other health care providers that they are presently seeing.

“This merger brings together the Medicaid long-term care expertise of HomeFirst and Elderplan’s legacy of serving Medicare beneficiaries for more than 25 years. The combined company will offer a wide range of programs and plans that are designed to keep people independent and living on their own terms,” said Ronald M. Chaffin, President of Managed Care at MJHS. He added, “By streamlining operations and staff, we are now even better positioned to fulfill our mission of serving frail, elderly Medicare and Medicaid beneficiaries.”

Last year, Elderplan announced the launch of its Medicaid Advantage Plus plan (MAP). The plan was created for New York’s most vulnerable seniors who are eligible for Medicare and full Medicaid as well as meeting nursing home clinical eligibility standards yet prefer to remain living at home. MAP members can receive important benefits, including personal care assistants, transportation and expanded dental, vision and hearing coverage. Each member also has a complete roster of nursing and interdisciplinary team contacts who are equipped to answer health and care management questions. Today, Elderplan is the largest MAP in New York State.

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About Elderplan and HomeFirst

For more than 25 years, Elderplan has been a not-for-profit health plan with a Medicare contract. Started as one of the four original Social Health Maintenance Organizations (SHMOs) in the country, profits continue to be reinvested into member benefits and services. Elderplan offers a variety of affordable plans for Medicare and dual-eligible seniors at every level of health. HomeFirst is a managed long-term care plan designed to meet specific needs of Medicaid recipients with chronic or disabling conditions.

HomeFirst Nurse Health Partners coordinate home care needs so members can remain independent and out of nursing homes. Elderplan and HomeFirst are part of MJHS, a charitable not-for-profit organization which, in addition to health plans, includes home care, hospice, palliative care, centers for rehabilitation and nursing care, and adult day health care. For more information, visit www.elderplan.org or www.mjhs.org

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