



BEST Life and Health Insurance Company

**Contact:** Jennifer Bolton  
VP, Sales and Marketing  
BEST Life and Health Insurance  
800.237.8543  
jbolton@bestlife.com

*FOR IMMEDIATE RELEASE*

## **BEST Life Makes Changes to Medical Plans**

(September 24, 2012) Irvine, CA. — BEST Life announced plans to make significant changes to its health insurance plan designs in response to the unfolding Health Care Reform.

To date, BEST Life has been known for its “Build Your Own” plans that have offered surprising flexibility with multiple design options for group health insurance. However, BEST Life made the decision last week to scale down their medical offerings to highlight ten of their most popular plans. They still offer high deductible medical plans in twelve states, but have eliminated PPO plans.

“We’ve always wanted to offer as much flexibility as possible,” BEST Life VP of Sales and Marketing, Jennifer Bolton, shared. “We know all employers are different, and their needs are different, too. We pride ourselves on our ability to provide customized plan designs to meet those unique needs. Our brokers have loved this and have come to expect it,” she added. “Unfortunately, it just wasn’t feasible to create the vast number of Benefit Plan Summary templates necessary to comply with the new mandates. The decision was clear, but not one we took lightly.”

BEST Life still offers the same flexible and customized plans for all of their ancillary lines – dental, vision, life and short term disability. For more information on these medical plan changes or to contact a sales representative, call BEST Life at 800.237.8543 or [info@bestlife.com](mailto:info@bestlife.com).

**About BEST Life.** Since 1970, BEST Life has been providing simple, flexible and affordable group medical, dental, vision, life and short term disability insurance products to employers in 39 states. Their legacy is based on quick, superior customer service and the agility to meet every need. Their dedication to personal service and rapid claims payment are the BEST Life trademarks. All calls are answered by a live person. Every time. No exceptions. Visit their website for more information [www.bestlife.com](http://www.bestlife.com) or call 800.237.8543.

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