

2011 CostShare Report & Senior Choice Gold Award Schedule

HealthMetrix Research announces the following schedule for release of the 2011 CostShare Report comparisons and the 2011 Senior Choice Gold Award (SCGA).

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| October 7 | CMS-approved 2011 Medicare Advantage (MA-Part D) benefit summaries posted on Medicare.gov |
| October 8-22 | Completion of 2011 <u>CostShare Report</u> comparisons Verification of <u>CostShare Report</u> comparisons with MA plans followed by notification to the 2011 <u>Senior Choice Gold Award</u> recipients |
| October 25 | Embargoed press release provided to 2011 <u>Senior Choice Gold Award</u> MA recipients and selected media contacts |
| October 28 | 2011 <u>Senior Choice Gold Award</u> national press release over PRNewswire |
| November 1 | <u>CostShare Report</u> comparisons and 2011 <u>Senior Choice Gold Award</u> press release posted on MedicareNewsWatch.com |

