



FOR IMMEDIATE RELEASE

## Transamerica Affinity Services Announces National MedicareRx Solution Growth for 2013

BALTIMORE, Maryland, February 21 -- [Transamerica Affinity Services](#), announced today that its [Part D plan](#), Medicare GenerationRx<sup>SM</sup> (Employer PDP) has increased membership and will cover over 120,000 members for 2013.

Medicare GenerationRx is a national [Employer PDP](#) Employer Group Waiver Plan (EGWP). The service area for this product is nationwide. Medicare GenerationRx can also provide employers with a secondary wrap benefit that supplements EGWP coverage. The EGWP + Wrap solution offers employers a high-quality, highly customizable benefit package that can mirror their current EGWP or Retiree Drug Subsidy plan benefits. Medicare GenerationRx also delivers many benefits for retirees such as broad access to prescription drugs through a carefully designed formulary and a pharmacy network of over 62,000 pharmacies nationwide.

"Transamerica Affinity Services is pleased to be expanding our suite of Medicare and employer-based insurance solutions and to provide the market with a distinctive [Medicare Part D option](#) that delivers more value and savings," says Transamerica Vice President of Business Development Mark Zimmerly. "Combining either a self-insured or fully-insured EGWP + Wrap solution with exceptional customer service, personal attention and a precisely managed program gives companies a great tool for protecting their assets and shifting their claims liability in exchange for a predictable and affordable monthly premium."

The new Medicare GenerationRx product is available immediately in 50 states and D.C. The plan, branded Medicare GenerationRx, is underwritten by Stonebridge Life Insurance Company (Rutland, VT), a Transamerica company. Stonebridge Life has received some of the highest ratings available from insurance rating agencies such as A.M. Best, whose current rating of the company is A+ (Superior, 2<sup>nd</sup> of 16 rating categories).

For more information please call Mark Zimmerly at 1-800-229-6565, extension 150-5312, email him at [mark.zimmerly@transamerica.com](mailto:mark.zimmerly@transamerica.com) or visit [www.transamericaaffinity.com](http://www.transamericaaffinity.com). Transamerica also provides group [Retiree Medical](#), standardized Medicare Supplement and Executive Medical Reimbursement insurance plan offerings.

### **About Transamerica Affinity Services, Inc.**

Transamerica Affinity Services, Inc., a business unit of the Life & Protection Division of Transamerica, combines leading-edge products, services, administration, and distribution to help you bridge the distance between where

you are today and where your organization wants to go tomorrow. We are a premier provider of direct response supplemental life and health products in the United States. Our partners include brokers, consultants, third party administrators and managing general underwriters who are leaders in their respective markets such as: Associations, Employers, Government Entities, Credit Unions, Travel Agencies, Colleges and K-12 Schools, Unions, Taft-Hartley Groups, Events and Organizations.

Our portfolio of products includes: Medicare Supplement, Retiree Medical, Employer Group Waiver Medicare Prescription Drug Plans (EGWP), Limited Benefits Medical, Student Health and Accident, Executive Medical Reimbursement, TRICARE Supplement, Travel, Life and Accidental Death and Dismemberment and other supplemental health insurance.

Specialties: Co-Branded Partner Programs, Financial Risk Management, Direct Marketing, Insurance Administration & Compliance, Affinity Marketing

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