



FOR IMMEDIATE RELEASE
May 29, 2007

MEDIA CONTACTS:
Colleen Thompson, 541-684-5453, cthompson@pacificsource.com
Carolyn Knott, 503-295-1922, carolynk@thinkmh.com

NEW HEALTH PLAN CARRIER ENTERS BOISE MARKET PacificSource To Offer Fresh Option

BOISE, Idaho – Boise area residents now have a new choice in healthcare plans. PacificSource Health Plans has opened a Boise office and now offers group insurance clients a wide range of medical, dental, prescription drug and vision benefits. The company initially will employ three in its Boise office, at 251 East Front Street, Suite 203, in the One Front Building. The expansion to Boise is PacificSource’s first venture outside the Oregon market it has served for 74 years.

Ken Provencher, president and CEO of PacificSource, said the company brings particular expertise in serving small- and medium-sized cities in the Pacific Northwest. “Market research showed a need for additional health plan choices in the Boise area,” he said. “There are currently two dominant health insurers in Boise and we feel there’s room for us as an independent, Pacific Northwest-based carrier with local decision-making.” Provencher added that PacificSource’s independent, not-for-profit status allows it to make decisions that benefit consumers, rather than shareholders.

Boise district manager David Ewers said that PacificSource will offer Boise area residents a fresh new choice in healthcare plans. He noted that PacificSource’s customer satisfaction ratings consistently score in the high 90 percent range and that, when customers call, they speak to a real person, rather than being routed through an automated phone system.

“We’re people, not a bureaucracy,” Ewers said. “Plan members like us for the outstanding service they receive. Employers like us because we use a flexible, personalized approach to help them meet their organization’s unique needs. And physicians and health service providers like us

-more-

not only because we pay claims quickly and accurately, but also because we partner with them to improve the overall health of the community through our charitable initiatives.”

For employers, PacificSource is a one-stop shopping experience. The company offers preferred provider organization and consumer-directed health plans. Optional coverage is available for dental care, prescription drugs, vision care and life insurance. PacificSource subsidiary Manley Services administers flexible spending accounts, health reimbursement arrangements and COBRA benefits. PacificSource subsidiary Select Benefits Administrators, Inc., provides administrative services to employers who self-fund employee health benefits.

Ewers points out that the company is very active in the communities in which it operates and supports a variety of local charitable organizations. He expects that to continue in the Boise market. Already, PacificSource has signed on as presenting sponsor of the *Alive After Five* summer concert series, a popular Boise tradition that draws nearly 3,000 spectators each week.

PacificSource Health Plans is headquartered in Eugene, Ore., with offices in Portland, Bend and Medford, Ore., and Boise, Idaho. PacificSource provides insurance coverage to more than 150,000 members through contracts with more than 9,000 physicians, physician organizations, medical facilities, hospitals and other healthcare suppliers. Since 1933, the organization has provided health insurance solutions to businesses and individuals. Together with its subsidiaries Manley Services and Select Benefits Administrators, the company employs more than 300 people. For more information, visit www.pacificsource.com or call 208-342-3709 or 888-492-2875.

###