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HR Policy Association Offers New Retiree Healthcare Exchange Solution For Large Employers

*RHA Direct® Will Be Only Retiree Exchange Offering Guaranteed Access to
Coverage for All Retirees and Dependents*

ACS, A Xerox Company, Chosen by the Association To Serve as Administrator

Washington, DC—HR Policy Association, representing the chief human resource officers of more than 330 of the largest employers in the United States, today announces it has developed RHA Direct, an innovative retiree health care exchange for its member companies.

RHA Direct will be the only retiree exchange available to large employers that guarantees access to all retirees and dependents regardless of age, location, or employer subsidy level. RHA Direct will offer an array of competing carriers offering coverage options to Medicare-eligible retirees combined with optional reimbursement account services and turnkey retiree communication tools. It will also offer many unique features not available through other retiree exchange solutions in the market today, including best-in-class service model for all current and prospective HR Policy members regardless of retiree population, enhanced performance standards and unique on-line education tools that enable retirees' education and enrollment experience.

Unlike other retiree exchanges offered today, RHA Direct will be available to all current and prospective HR Policy member employers without implementation fees regardless of how many retirees they have or whether or not they subsidize their coverage.

HR Policy Association has selected ACS, A Xerox Company, to serve as the exclusive administrator for RHA Direct®. Through its agreement with HR Policy, ACS services will include retiree communications and education, a dedicated web portal and call center, reimbursement account administration, and carrier management which will include a number of unique features only available through RHA Direct. Aetna will also participate through an exclusive agreement with HR Policy to provide guaranteed issue coverage for early retirees and dependents.

HR Policy also plans to add individual coverage options for pre-65 retirees to RHA Direct beginning in 2014, when new insurance regulations are scheduled to take effect under health care reform. These regulations would guarantee access to coverage for early retirees regardless of their health status, creating a new competitive market for pre-65 retiree consumers.

Larry E. Steward, Vice President of Human Resources of DTE Energy, and Chairman of the RHA® Coalition has been leading the Association's effort to develop RHA Direct. Steward said, "More and more employers are seeking creative alternatives to traditional group retiree benefit plans. What the Association brings to the marketplace is the purchasing power of hundreds of large employers who can insist on unique program design features not currently available. With guaranteed access, no minimum employer contribution, and guaranteed issue pre-65 benefits, RHA Direct will be a very popular solution for those considering new ways to deliver retiree health care coverage."

RHA Direct expands the HR Policy Association's retiree benefits offerings. Since 2006 the Association has offered Retiree Health Access® Group (RHA Group®). RHA Group offers employers a comprehensive package that guarantees access to coverage for pre- and post-65 retirees without any minimum employer contribution or enrollment requirements. Aetna administers and underwrites the Association's RHA Group program. Sixty-eight large employers currently offer the Association's RHA Group option, covering 125,000 retirees.

Both RHA Group and RHA Direct are available to all HR Policy Association members.

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HR Policy Association is the lead organization representing chief human resource officers of major employers. The Association consists of more than 330 of the largest corporations doing business in the United States and globally, and these employers are represented in the organization by their most senior human resource executive. Collectively, their companies employ more than ten million employees in the United States, nearly nine percent of the private sector workforce, and 20 million employees worldwide. They have a combined market capitalization of more than \$7.5 trillion. These senior corporate officers participate in the Association because of their commitment to improving the direction of human resource policy. Their objective is to use the combined power of the membership to act as a positive influence to better public policy, the HR marketplace, and the human resource profession. For more information visit www.hrpolicy.org.

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