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We Have Big Plans for Western NY



If you do business in Western New York, you'll be seeing more of EmblemHealth. To announce our expansion into the region, we launched our "What Care Feels Like" campaign in Erie and Niagara counties on October 1st.

A Multimedia Effort

Positioning EmblemHealth as "the Neighborhood Health & Wellness Company," the campaign includes television commercials airing on broadcast and cable stations, static and digital billboards, pharmacy bags, hand sanitizers and print ads in *Buffalo Business First*. (To view the new commercials, please visit <http://www.whatcarefeelslike.com>).

We'll further support your sales efforts with a direct mail campaign later this month to businesses in Erie and Niagara counties, inviting them to contact you to see how they can save money on health care by choosing from among our most popular products:

- EmblemHealth PPO
- ConsumerDirect EPO
- ConsumerDirect PPO
- InBalance EPO
- Dental options
- Pharmacy options

Extensive Provider Network

Our roster of quality medical practitioners in the Buffalo region includes over 90 percent of the providers participating in other plans – and the list is still growing. In addition, our network includes the area's top physician group practices, urgent care centers, ambulatory centers, hospitals and health systems.

For more information about any of the products mentioned above, please contact Mark Digaudio at **1-716-843-3753** or Patrick Murphy at **1-716-843-3752**. Or, you can [visit our Web site](#).