EYE CARE ASSOCIATES OF GREATER CINCINNATI, INC. dba APEX EYE

IMPORTANT MESSAGE REGARDING MEDICARE ADVANTAGE PLANS OFFERED BY UNITED HEALTHCARE

Dear Patient:

If you are receiving this letter it is because (1) our records show that you are or recently were a participant in a Medicare Advantage plan through UnitedHealthcare, and (2) we want you to be aware of an action that UnitedHealthcare is taking which will disrupt the care you receive from us.

What is happening?
UnitedHealthcare recently notified us that they have decided to drop our eye doctors from their Medicare Advantage network effective January 1, 2014. This is an action being taken by UnitedHealthcare unilaterally, without any consultation with us or detailed explanation to us. This affects participants in UnitedHealthcare’s AARP/Medicare Complete plan and not its other commercial non-Medicare products. We are concerned about the disruption in the continuity of your care and the resulting limitation of access to eye doctors that will result from UnitedHealthcare’s action.

What we are doing about it
We have filed an appeal and a request for a formal hearing with UnitedHealthcare in order to reverse their decision. We do not know, however, when that hearing will occur nor what the outcome will be. We are also notifying affected patients of our practice so that they may take action of their own.

What you can do about it
Open enrollment for Medicare and Medicare Advantage plans is underway and continues through December 7, 2013. We encourage you to review your insurance coverage options during this open enrollment period. These options may include enrolling in traditional Medicare and/or Medicare Advantage plans offered through insurance companies other than UnitedHealthcare. Resources to assist in this process are listed on the last page of this notice.

We would also appreciate any support that you would be willing to provide on our behalf. If you agree with us that UnitedHealthcare’s action is unfair and unjustified, you may:

- Send an e-mail in support to info@apexeye.com
- Mail a letter in support to:
  Eye Care Associates of Greater Cincinnati d.b.a. Apex Eye
  Attention: Chief Operating Officer
  5535 Fair Lane, Suite C
  Cincinnati, OH 45227

We will utilize these materials as part of our efforts to have this decision reversed, so we appreciate your acting on this as soon as possible. You may also contact UnitedHealthcare directly with your complaint by
calling the customer service number on the back of your insurance card, or by calling 1-800-509-3023, or the local office at (513)603-6200.

**Summary**

We value our patient relationships and believe that as a Medicare-eligible individual, the choice of a doctor should belong to you, not an insurance company. UnitedHealthcare’s action does not affect our status as providers to patients with traditional Medicare and to other Medicare Advantage plans offered through different insurance companies. We hope to remain your eye doctors for years to come and appreciate your support now and in the past.

Should you have any questions, please do not hesitate to contact Matt Walsh, Chief Operating Officer, at (513)221-5274, extension 11.

Sincerely,

EYE CARE ASSOCIATES OF GREATER CINCINNATI, INC. d.b.a. APEX EYE

Robert Benza, M.D.  Terri A. Gossard, O.D., M.S.  Karen L. Klugo, M.D.
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Haroon A. Chaudhry, M.D.  Leonard A. Jacobson, M.D.  Leon A. Reid III, M.D.
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**PATIENT RESOURCES:**

- Ohio Senior Health Insurance Information Program (OHSIIP, 1-800-686-1578); Website: [http://www.insurance.ohio.gov/Consumer/Pages/consumertab2.aspx](http://www.insurance.ohio.gov/Consumer/Pages/consumertab2.aspx)


- You may also wish to consult with friends and family members about additional resources they may have used as part of open enrollment and in deciding upon various plans and coverage.

- Please be certain when considering alternative plans that you consult the in-network benefits and doctors participating in those plans so that your selection includes your current eye doctor (see list above)