



FOR IMMEDIATE RELEASE

September 29, 2008

Contact:

[Mike Morlacci](#)

Marketing Communications

AmeriChoice and Unison Health Plans

412.457.1113

Unison Health Plan “Leans On” Grammy Winner Bill Withers For New Client Campaign

Pittsburgh, Pa. (September 29, 2008) -- Bill Withers, the Grammy Award-winning singer/songwriter, is the Medicare spokesman for Unison Health Plan, an AmeriChoice company.

Mr. Withers’ song “Lean on Me” is the core of the campaign message. Television spots featuring Mr. Withers will promote Unison Advantage, a Medicare plan available in five states. The campaign is also comprised of print and direct mail advertising efforts.

“We wanted more than a celebrity spokesperson – we wanted someone who truly lives the same values as our organization,” said Brandon Moser, AmeriChoice Vice President of Marketing Communications. “Mr. Withers and his song connect with the emotional side of what we’re trying to communicate to our members: that *we* are here for *them*.”

A multiple Grammy winner and member of the Songwriters Hall of Fame, Mr. Withers is also known for hit songs “Ain’t No Sunshine,” “Lovely Day,” “Just the Two of Us” and “Grandma’s Hands.”

Mr. Withers explained the inspiration behind writing “Lean on Me” during a recent interview with Songfacts.com: “I’m from an environment where it’s practical to do that (lean on one another). ... It’s a rural song that translates probably across demographical lines. Who could argue with the fact that it would be nice to have somebody who really was that way? My experience was, there were people who were that way.”

Unison Advantage reflects these values as well by offering members someone to lean on. Among the many benefits Unison Advantage offers, it will provide its members with rides to doctor office visits.

Unison Health Plan is part of UnitedHealth Group’s AmeriChoice company. Collectively, AmeriChoice and Unison serve more than two million beneficiaries of government-sponsored healthcare programs in 21 states and the District of Columbia. Unison provides high-quality, cost-effective health care and responsive customer service that empowers its members and providers to work together for better health. In Pennsylvania, Unison Advantage serves these counties: Adams, Allegheny, Armstrong, Beaver, Berks, Blair, Butler, Cambria, Clarion, Cumberland, Dauphin, Erie, Fayette, Greene, Indiana, Jefferson, Lackawanna, Lancaster, Lawrence, Lehigh, Luzerne, Mercer, Northampton, Perry, Schuylkill, Somerset, Washington, Westmoreland and York.