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Unison Health Plan from AmeriChoice “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 Advantage from AmeriChoice.

Mr. Withers’ song “Lean on Me” is the core of the campaign message. Television spots featuring Mr. Withers will promote Unison Advantage from AmeriChoice, a Medicare plan available in three 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 from AmeriChoice reflects these values as well by offering members someone to lean on. Among the many benefits Unison Advantage from AmeriChoice offers, it will provide its members with rides to doctor office visits.

AmeriChoice is a UnitedHealth Group company that serves more than two million beneficiaries of government-sponsored healthcare programs in 21 states and the District of Columbia. By providing high-quality, cost-effective health care and responsive customer service AmeriChoice empowers members and providers to work together for better health. In Tennessee, Unison Advantage from AmeriChoice serves Carroll, Fayette, Lake, Lauderdale, Obion, Shelby and Tipton counties. The plan also serves DeSoto County in Mississippi and Craighead, Crittenden, Mississippi and Poinsett counties in Arkansas.