

For Approval Only
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CORNHUSKER RADIO PERSONALITY KENT PAVELKA EXPLAINS MEDICARE COVERAGE OPTION

Millions of Americans turn 65 every year, and with that comes the benefit of being eligible for Medicare health benefits. Unfortunately, for many people, successfully accessing Medicare and the necessary supplemental “gap” coverage can seem like more trouble than it’s worth.

That’s why insurance companies have joined with Medicare to help educate the public and steer potential customers toward a health plan that will meet their needs, according to Debbie Ahl, President of Sterling Health Plans.

“This milestone of turning 65 is the time when Medicare eligible Americans should be enjoying the benefits they have earned,” says Ahl. “But with that privilege comes a lot of choices and confusion about which health coverage is best.”

Sterling has launched a new Medicare Advantage product targeted to people who want freedom of choice in their health plan coverage. And to help communicate that message, former Nebraska sports radio announcer Kent Pavelka is acting as spokesperson in television, newspaper and direct mail, highlighting the importance of freedom in health coverage.

Pavelka spent some 25 years at KFAB radio, Omaha, continuing his radio career at KKAR. He is best known as the longtime voice of the Nebraska Cornhuskers and still works in broadcast sports.

“We wanted Mr. Pavelka to help us let residents know that there is a solution to the Medicare health plan dilemma,” says Ahl, “and we believe that solution is Sterling Option I.”

Option I is Sterling’s Private Fee For Service Medicare health plan that offers more benefits and coverage than original Medicare, explains Ahl, and at a lower cost than most Medicare supplements.

“I’m helping Sterling tell potential Medicare participants as well as their concerned friends and family members that ‘freedom costs less than you might think,’ which stresses the value of choice at an affordable cost,” explains Pavelka.

By choosing a Private Fee For Service Medicare health plan, participants can see any doctor and visit any hospital any time they want, says Ahl.

“Sterling Option I allows you to make choices that keep you in control of decisions that affect your health at 65 and beyond, just as you’d want to be able to do at any age,” she notes.

Sterling offers healthcare coverage to meet the needs of most Medicare beneficiaries. Their Medicare plans are part of the Sterling family of insurance products underwritten by Sterling Life Insurance Company.

For more information about Medicare and Sterling Option I eligibility requirements, premiums and exclusions, call <1-800-XXX-XXXX>.