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Wharton Alumni and Atlantis Take Action to Help Graduates of Multiple Colleges Find Affordable Health Insurance

**Group Health Insurance Rates Now Available to New York City Individuals
Via Innovative New Insurance Program for Alumni Associations**

New York, NY, March 31, 2010 – If you want to solve a business problem, enlist alumni of one of the best business schools in the world, throw in an innovative health insurance company, and come up with a creative solution. The individual health insurance market is one of the major challenges facing health care reform today. Alumni of the Wharton School of the University of Pennsylvania and Atlantis Health Plan have combined to offer a unique program that allows small business owners, sole practitioners, independent consultants and recent grads something they cannot get on their own: group health insurance.

Wharton alum Ann Meyer Abdi, Vice President of Meyer and Associates, which manages insurance programs for more than 100 collegiate alumni associations nationwide, has teamed with fellow Wharton grad Kenneth Beck, founder of Member Services, LLC, to offer affordable group health insurance for New York City-based individuals and families through Atlantis Health Plan.

“This collaboration enables college graduates who are sole proprietors, small business owners or simply individuals without health insurance to obtain medical coverage at group rates. New York City-based alumni can now gain access to a cost-competitive health insurance option, Atlantis Health Plan,” said Ann Meyer Abdi of Meyer and Associates.

Individuals looking for coverage simply need to be members of alumni or alumnae associations that sponsor a program through Meyer and Associates (www.meyerandassoc.com) to gain access to the medical coverage provided by Atlantis.

The program is the first of its kind in the country to provide group health insurance to multiple school alumni associations. It is the brainchild of Kenneth Beck, founder of Member Services, LLC and president of the Wharton Club of New York, who wanted his local alumni association chapter to offer tangible benefits to its members beyond networking. Since establishing the Atlantis Health Plan offering two years ago, nearly 70 of his fellow Wharton alumni have taken advantage of the opportunity.

“Many college graduates are small business owners, sole practitioners, and independent consultants who do not have access to group health insurance. Now they do. This is also an opportunity for graduates who are no longer covered under their parents’ plan to get health insurance at an affordable price. We can potentially save them thousands of dollars each year,” said Beck, who earned his MBA at the University of Pennsylvania’s Wharton School in 1987. “We started this as a pilot program of the Wharton Club and are now extending it, through Meyer and Associates, to the alumni associations of other schools.”

“This health insurance program is great for people who have been downsized from large companies or entrepreneurs who have started their own businesses,” added Beck, who founded the Ivy League’s only student credit union at the University of Pennsylvania. “Offering insurance and other services to members was a natural extension of the Wharton Club’s mission.”



After shopping the idea to several insurance carriers who said his idea would not work, he found a willing partner in Atlantis Health Plan and enlisted fellow Wharton graduate Ann Meyer Abdi at Meyer and Associates to expand the offering to alumni/alumnae of other schools.

“Our goal at Atlantis is to provide affordable, quality health coverage to anyone who wants it and who either lives or works in the five boroughs of New York City,” said Dr. Sury Anand, co-founder and CEO of Atlantis Health Plan. “This partnership among Meyer and Associates, Member Services, LLC and Atlantis offers coverage to people who, often for the first time in their lives, have no access to medical insurance. This plan enables small businesses and individuals to cover themselves and their families affordably.”

About Atlantis Health Plan

Atlantis Health Plan was founded by 12 physicians to advance the cost-effective delivery of high quality health care in New York City by harnessing the skill, experience and knowledge of health professionals at every step of the health care management and delivery process. As New York’s only physician-founded health insurance company, Atlantis works to serve the New York marketplace, providing affordable, quality health care at significant savings, about 20%- 30% over comparable plans. Participants include small and large businesses in a wide range of industries, sole proprietors, freelancers, part-time workers, college students and others who were previously without health coverage. For more information about Atlantis, call (212) 747-0877, (866) 747-8422 (toll free) or visit www.atlantishp.com.

About Member Services, LLC

Founded by Kenneth Beck in 2006, Member Services, LLC creates connections between alumni associations and vendors who offer discounted products and services in the areas of career, business, and home. By developing partnerships between companies and alumni associations, Member Services uses the power of the group, to establish significant savings on benefits and services for its members. Alumni associations use these benefits to create tangible value for their membership and a foundation on which to build their organizations. For more information about Member Services, LLC call 646-416-6991 or email info@benefits4alumni.com.

About Meyer and Associates

Founded in 1973, Meyer and Associates designs, sells, and manages specialty insurance programs, including life, health, auto, homeowners, renters, long term care, travel, and more. Most programs are endorsed by collegiate alumni/alumnae associations exclusively for their members and families. For more information about Meyer and Associates’ approach to alumni/alumnae insurance programs, visit www.meyerandassoc.com, email info@meyerandassoc.com, or call 800-635-7801.

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