

**Product Overview**  
**The Advanced Intermed HealthPlan™**  
 Close to Comprehensive Without The Cost

**CHC**  
 Century Healthcare  
 Smart Solutions. Smart Solutions.™

**Company Overview**  
**Century Healthcare**

**Solutions Brief**  
**Why Limited Benefit Medical Plans?**  
 The Smart Approach to Healthcare Access

**CHC Market Differentiator**  
**Single Source Billing System**

**A Premier Network of Healthcare Partners**

**Collateral**

Century Healthcare (CHC) was the sole provider of limited benefit medical plans when it tapped MarketWave to help it look larger and more sophisticated in order to compete against industry heavyweights such as Aetna and United Healthcare. A branded package of marketing materials and a strategic public relations program allowed CHC to take the spotlight as a trailblazer in this category of health insurance.