

toll-free phone: 866-696-6543
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Dear Members of the Media,

Here in this PDF file is a variety of information about GOODCARE.com that you may find useful. If you have any questions or need additional information, please don't hesitate to call us at **1-866-696-6543**.

About GOODCARE.com

Headquartered in Pittsford, New York with a second office in Washington, DC, GOODCARE.com is a privately run consultancy that helps consumers and businesses understand the puzzling world of healthcare services and financing. The consultancy's special focus is helping people during their pre-retirement and retirement years.

At GOODCARE.com, we provide targeted research, consulting and training, along with a wide variety of helpful resources to assist people at all stages of their lives plan for, and determine how to pay for, the healthcare they need.

The site also offers a free, downloadable GOODCARE Tool Kit™. In addition, the site offers a FAQ section to answer many common questions individuals and businesses have about choosing and paying for, the healthcare services they need, including long-term care.

Meet the people behind GOODCARE.com



Dr. Kathryn McCabe Votava President and founder of GOODCARE.com

Dr. Votava is a registered professional nurse and has a PhD in health economics and nursing from the University of Rochester in Rochester, New York. She completed a pre-doctoral fellowship in community and preventive medicine at the University of Rochester and a post-doctoral fellowship at Harvard Medical School. Prior to starting GOODCARE.com, Dr. Votava worked as the director of clinical specialties and education at Visiting Nurse Service of Rochester and Monroe County, Inc.

Her unique background in both the delivery and business of healthcare allows Dr. Votava to assist businesses with the challenges of choosing and financing healthcare options for their employees. Among the many teaching

positions she has held, Dr. Votava serves as an assistant professor of clinical nursing with the School of Nursing's Center for Research and Evidence-Based Practice at the University of Rochester in Rochester, New York. She lectures in selected master and PhD programs on the topics of healthcare economics, health services research and Internet-based healthcare. Before taking on her current position, Dr. Votava held the position of chief research officer with the Community Nursing Center from 2001 to 2003.

With her in-depth experience as a nurse practitioner and healthcare administrator, Dr. Votava is an expert in healthcare reimbursement and outcomes, including those related to Medicare, Medicaid and long-term care. A major focus of Dr. Votava's research is healthcare costs and outcomes for people during their retirement years, and she has been published widely and spoken frequently on these topics.

Together with other healthcare experts in their respective fields, Dr. Votava and her staff work to develop customized solutions to clients' questions and solve their healthcare puzzles. In order to help more people get the information they need about planning and paying for healthcare, in 2004 Votava created GOODCARE.com, an online source for information, resources and free tools.

[Download an image of Dr. Votava](#)

Meet the people behind GOODCARE.com cont.:



**Cymantha Campbell Operations
Manager, GOODCARE.com**

The friendly voice you'll likely hear when you call GOODCARE.com is that of Cymantha Campbell, GOODCARE.com's operations manager. Cymantha provides full administrative and operational support for the consultancy's new headquarters in Pittsford, New York.

Cymantha has in-depth experience working to help other people. Following her graduation with honors from The Maryland Institute of Art, she worked in the arts-in-education field as the assistant to the director of the Rochester City School District's Artist in Residence program, and then as program coordinator for Young Audiences of Rochester. Before joining GOODCARE.com, Cymantha served as the operations manager for Fireproof Children, a nonprofit educational organization in Pittsford, New York.

Her background includes office management, project management, office technology, event planning and Web design. Cymantha is available to answer questions and provide other sources of information to help individuals and families solve their healthcare planning and financing puzzles.

Meet the people behind GOODCARE.com cont.:



**AnnMarie Rotter RN,CCM Consultant,
GOODCARE.com**

Ann Marie Rotter is a healthcare consultant with over 30 years experience as a Registered Professional Nurse and over 20 years experience as a Certified Nurse Case Manager.

Her experience in case management has been with rehabilitation, insurance carriers and third party administrators. Prior to joining GOODCARE.com[®]; Ann Marie worked with a

large national insurance broker and risk management company assisting self-insured employers in developing managed care and injury management programs that were cost effective and met best practice standards. She has extensive knowledge of medical, disability and injury management programs and brings a solution oriented approach to a wide variety of client healthcare issues and needs.

Her hospital-nursing career included acute psychiatric inpatient nurse manager roles, substance abuse program manager, and orthopedic/medical/surgical experience. In addition Ann Marie has several years experience working with Ontario County providing services for the elderly and mentally ill in the community.

GOODCARE.com's core offerings include:

Research In today's changing healthcare environment, consumers, businesses and financial advisors alike want to know how much healthcare will cost them during pre-retirement and retirement. GOODCARE.com can help.

As a core capability, customized, targeted research is a specialty that GOODCARE.com provides to its clients. Dr. Kathryn Votava, an expert in healthcare economics, conducts industry-leading research on the topics of healthcare costs, with a particular focus on costs during preretirement and retirement, and makes the results available to her clients.

Consulting Because Americans are living longer than ever, long-term care (LTC) is a big buzzword in healthcare today, and employers are increasingly making LTC insurance plans part of their benefit or cafeteria plans for employees.

At GOODCARE.com, we're specialists in all aspects of long-term care, particularly its costs and the options available to finance this complex care. Planning for LTC is a wise step many of employees or clients of financial advisors will want to take.

For employers and financial advisors, we apply the results of our experience and research about long-term costs, insurance and LTC financing options through individual consultations. This targeted knowledge allows businesses to customize LTC financing plans for themselves and their employees or clients.

Training Healthcare issues are increasingly in the news, and it's difficult to keep track of all the changes and how they may relate to businesses. But it's essential to have accurate, organized and easy-to-use information that will help businesses make good choices about healthcare services and their associated costs.

At GOODCARE.com, we develop customized presentations and materials that provide the tools businesses need to simplify their choices about which healthcare services they need and their related costs. In fact, we make many of these materials and tools available online, free of charge, at GOODCARE.com.

The free GOODCARE.com Tool Kit™

A little expert information and organization can go a long way to helping people get the healthcare services they need, and the GOODCARE Tool Kit™ is a great way to get started. It includes tools to help users organize their healthcare expenses and manage important information for themselves or their loved ones. Users can download any one or all of the tools in the kit. More detailed instructions are inside each tool. This kit is exclusive to GOODCARE.com—it's full of good information, handy checklists and tracking tools, and best of all, it's free! To see and download the tools in the kit, visit GOODCARE.com.

The kit includes these free tools:

Zip archive—download the complete GOODCARE Tool Kit™

This file contains all fourteen tools in the kit.

Healthcare Out-of-Pocket Expenses Worksheet

This is a detailed, functional spreadsheet to help users organize and track all their out-of-pocket healthcare expenses. And it automatically does the math!

Healthcare Services Contact Organizer

Here's a handy, customizable contact organizer individuals can use to list all their community-based health-related services.

Medicare Benefits and Out-of-Pocket Costs for 2010

An easy crib sheet to help individuals stay up-to-date on their Medicare benefits this year, along with what they'll pay out-of-pocket.

Healthcare-related Legal Forms Checklist

Users can learn about and track their powers of attorney and healthcare proxies, along with release of medical information forms between spouses, partners and family members with this tool.

The Key Features to Shop for in a Long-Term Care Insurance Policy

Important things to think about when individuals are considering the purchase of a long-term care policy.

Helpful Online Resources

A guide to many information resources available via the Internet. It includes active links to take users directly to the Web pages in the list. Users will want to use this along with the Healthcare Contact Organizer and other tools in the GOODCARE Tool Kit™.

Toolkit continued:

Shopping for an Individual Health Insurance Policy

The most important things to keep in mind when shopping for an individual health insurance policy.

FAQs About COBRA Continuation Health Coverage

Answers to all your questions about the Consolidated Omnibus Budget Reconciliation Act (COBRA) health benefits law. A health coverage plan that provides for continuation of group health coverage when you lose your job due to certain specific events.

FAQs About High Deductible Health Plans and Health Savings Accounts

Find out all the facts about HDHPs and HSAs.

Medicare Part B - 2010 Premiums and Reconsideration Process

All the answers to your Medicare Part B questions.

SSA-44

Medicare Part B- Income-Related Premium - Life-Changing Event Social Security Forms.

SSA-561

Medicare Part B- Request for Reconsideration Social Security Forms.

IRS Publication 502 Medical and Dental Expenses

COBRA Premium Reduction

Fact Sheet from the U.S. Department of Labor

Contact information for GOODCARE.com:

Call us toll-free at: **1-866-696-6543**

Fax us toll-free at: **1-800-551-1859**

To reach Cymantha Campbell, GOODCARE.com's operations manager,
please call: **1-585-419-7078**

To reach Dr. Kathryn Votava directly, please call: **1-202-536-5974**

To reach AnnMarie Rotter directly, please call: **1-585-419-7002**

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