



3-4-10

Good News! CMS Designates 601 Additional Counties as "Rural" Counties!

CMS recently designated 601 counties as "rural". If you are located in one of the newly designated rural counties (or are writing business in these counties) this is good news for you and for the local Medicare beneficiaries you serve. You can confidently continue to write Today's business, with the knowledge that we will continue to offer PFFS in these areas in 2011. CMS has designated these areas as rural in order to continue offering valuable PFFS coverage to Medicare beneficiaries who have few other economical plan options.

[View a list of existing rural counties here.](#)

[Click here to view counties recently designated as "rural".](#)

In total, more than 1,200 counties across the country are now considered to be rural.

Remember, the Open Enrollment Period ends on March 31. There's still time to achieve a strong finish this season, so act *now* to make Today's Options PFFS *the* Medicare Advantage choice for your local clients.

For more information about our Today's Options PFFS plans, please visit the AgentLink agent Web site at: <http://agentlink.uafc.com>. Click on "InfoCenter" and then "Today's Options PFFS".

Should you have questions, please contact Independent Agency Sales as follows:

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