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Health Plan Administrators Launches Agent Resource Center (ARC) and Turnkey Post-Grad Marketing Video

Video Ignites Agent Sales Efforts During College Graduation Season

Tampa, FL – April 30, 2008 – Health Plan Administrators, Inc. (HPA), a member of the IHC Group and a leading marketer and administrator of short-term health insurance plans, today announced the availability of a new Agent Resource Center (ARC) embedded in its agent-centric Web site. The ARC includes turnkey marketing fliers and a viral video for agents to educate new graduates about the potential need for short-term health insurance following college graduation.

“Insurance agents are actively seeking ways to attract new clients or connect more deeply with individual clients within their existing group business. Short-term health insurance is a great way to do this and HPA’s new ARC allows brokers to go online, customize marketing pieces with their personal contact information, and print them in a matter of minutes. The fliers and video can easily be distributed by e-mail,” said Jim Kenneally, chief sales and marketing officer of HPA.

Kenneally added, “We are very excited about releasing this edgy, humorous video in time for agents to use during college graduation season. This tool allows agents to send a professional video commercial with their electronic information embedded into the e-mail as a call-to-action tactic. The video will continue to work for them as clients pass it along to their friends and associates, and so on. This effort will allow our agents to drive new business 24/7.”

The customizable HPA fliers, links and the viral video are available to licensed agents by visiting the ARC on HPA’s site at www.hpainsurance.com or by calling (800) 277-3323. Visit <https://www.hpainsurance.com/ProtectYourGrad/?agent=continucare> to watch the video, which can be customized with a unique link for the agent after registering the information with HPA.

Short-term health insurance plans are designed to meet the needs of college students who are no longer covered by their parents’ policy, serving as a bridge between graduation day and employer-provided health insurance. Short-term health insurance is an ideal interim solution between permanent benefits for new employees who are not yet eligible for the company-sponsored health plan, or employees who undergo a COBRA-qualifying event and are seeking an alternative to costly COBRA coverage. It is also a viable option for individuals with other short-term insurance needs, such as people who

are between jobs, people who are recently divorced and no longer on their spouse's policy, and for temporary or seasonal employees.

Short-term health insurance covers an individual's basic health services such as doctor visits, emergencies, surgery, and out-patient and in-patient care. Coverage may be purchased for a period as short as one month and for a period as long as one year. *(Some states may allow only a six-month maximum coverage period; other exclusions and limitations apply.)* Coverage begins as early as the next day following receipt of an application via the Internet, subject to approval of the application.

Product underwritten by Standard Security Life Insurance Company of New York.

About Health Plan Administrators (HPA)

Founded in 1939, HPA is headquartered in both Rockford, Illinois, and Tampa, Florida. HPA is a fully licensed, full-service third-party administrator servicing businesses worldwide. Part of the IHC Group, HPA is committed to providing excellent service, which is reflected in the more than 60 years of HPA offering competitive short-term medical, travel and dental insurance products. HPA's professional team of customer support, marketing, underwriting and claims personnel, along with its advanced online fulfillment capabilities, allow the company to provide superior service and flexibility to agent distributors and clients nationally. For more information, visit www.hpainsurance.com.

About IHC Group

The IHC Group is an insurance organization composed of Independence Holding Company and its operating subsidiaries, including Madison National Life Insurance Company, Inc., Standard Security Life Insurance Company of New York and Independence American Insurance Company. The IHC Group has been providing life, health and stop-loss insurance solutions for over 25 years. For more information on Independence Holding Company and the IHC Group, visit www.ihcgroup.com.