



PRESS RELEASE

For Immediate Release

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THE MYERS GROUP TO PRESENT AT STAR RATINGS LEADERSHIP SUMMIT FOR MEDICARE ADVANTAGE PLANS - EXECUTING YOUR 5-STAR RATING STRATEGY

ATLANTA, GEORGIA, May, 2011 – The Myers Group (TMG), a nationally recognized healthcare survey research firm, is pleased to announce that Roseann Carothers, Director of Corporate Development and Medicare Product Manager will be a featured speaker at the **Star Ratings Leadership Summit for Medicare Advantage Plans**. Elizabeth Basmajian, Assistant Manager, Analytics, and Esther Turner, Research Analyst, will also represent The Myers Group as attendees at the conference. The event will be held on May 23 and 24, 2011 at The Standard Club of Chicago, Chicago, Illinois.

Ms. Carothers presentation, titled “Medicare CAHPS[®] and Star Ratings: What You Need to Know,” is slated for Monday, May 23 at 2:45 pm. The session will address the basics of the Medicare CAHPS survey including star rating calculation and methodology. She will examine ways to drill down the Star measures, including examples, best practices, and areas for further investigation. TMG is renowned for comprehensive CAHPS reporting and analysis with insightful and actionable information plans use to improve quality and performance.

The CAHPS survey is the most comprehensive tool available for assessing member experiences with their health plan. With over a decade of experience conducting the CAHPS survey, The Myers Group has continually built upon our knowledge and expertise to become a leader in the industry.

For information on the Summit and listing of events, please visit <http://www.healthcare-conferences.com>. For additional information about The Myers Group, visit www.themyersgroup.net

About The Myers Group

The Myers Group is an NCQA-Certified HOS and CAHPS[®] survey vendor, and a CMS-Approved Medicare CAHPS survey vendor. The company has been a leader in healthcare survey research and survey design since 1993, employing traditional methodologies as well as innovative technologies in data collection, analysis, and reporting. With extensive experience in survey administration, survey methodologies, and comprehensive analysis of survey data, The Myers Group conducts hundreds of survey projects for managed care organizations (MCOs), government agencies, public agencies, and State QIOs. For additional information about The Myers Group, please contact Mirna Cesar at 770-978-3173 x 1414. www.themyersgroup.net