

California Healthcare Brokerage Partners-Up with Los Angeles Fitness Trainer to Help “Disadvantaged” Baby Boomers Get Health Insurance.

Woodland Hills, CA-- November 05, 2007— *The HealthCare Solution* (THCS), a California health insurance brokerage, is going the extra-mile to help disadvantaged baby boomers get approved for health insurance.

On September 15th, 2007 *The HealthCare Solution* partnered-up with leading health and fitness expert *Lesley Stein CPT* (member of the National Council of Certified Trainers) to increase the approval rate for those born between 1946 and 1964 applying for healthcare. Together they have created and implemented the **GO Health Program**.

The **GO Health Program** is a 3-tier program that consists of:

1. A List of 16 Smart-Health Tips <http://www.thcsonline.com/HealthTips.pdf>
2. Fitness Consulting
3. Strategic Health Plan Selection.

The goal for *GO Health Program* is to reduce the percentage of the United States’ 77 million baby boomers from getting a “high risk” label by insurance carriers. A “high risk” label usually makes applicants ineligible for insurance. The secondary priority for the program is to guide it’s users to the right health insurance program so they can get affordable individual health plans.

Now for the first time ever, due to the *GO Health Program*, many “high risk” applicants can experience their daily activities with full health coverage.

In the past, it has been rumored that “high risk” applicants falsify applications to get insurance. As a result applicants get denied, plans get retroactively canceled and in rare instances litigation occurs. Since the implementation of the *GO Health Program*, THCS has had great success in helping applicants get affordable dental, vision and medical coverage. Now more baby boomers than before have insurance and are living with confidence, security and a peace of mind.

“I feel it is my duty to make sure every eligible individual can purchase affordable individual health plans at their will, especially those who are prone to illness.” –Fred Wiener, President of THCS

If you are considering [California Health Insurance](#), whether you need an individual health plan or a family health plan and would like to apply online, you can visit <http://www.THCSOnline.com> or contact *The HealthCare Solution*.

