

Consumers Life Insurance Company Launches New Personal Health Plans Website

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[Cleveland, OH – August, 2007] -- Consumers Life Insurance Company has introduced a new Web site to assist current and future customers with their personal health insurance plans. The new site, [ConsumersLifephp.com](#), assists consumers looking for personal medical insurance plans.

Consumers who are interested in purchasing their own health insurance will find tools and information in a user-friendly environment designed to help them identify the appropriate coverage options. Consumers will find the redesigned Web site more helpful in identifying and purchasing the benefits that best suit their needs.

The Web site serves the Ohio, Georgia, Indiana, Michigan and Wisconsin markets, and has a tremendous amount of product information, value proposition, and other information that is tailored for each state. This will aid prospects and brokers in identifying the appropriate coverage options.

Notable features of the sites include:

- Plan comparison tool
- Section that recommends plans based on a consumer's life stage
- Automated email follow-up for consumer inquiries
- Search engine optimization to make sites easier for consumers to find online
- Updated home page and site navigation
- Online health insurance quotes

The redesigned website will also help brokers serve prospective customers by providing the type of information they need to make informed healthcare decisions.

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About Consumers Life Insurance Company

Consumers Life Insurance Company is a subsidiary of Medical Mutual, the oldest and largest health insurance company based in Ohio. The company is licensed to sell health insurance products in 28 states and the District of Columbia. Consumers Life serves its customers through high-quality, affordable group and personal health insurance plans, and third-party administrative services to self-insured businesses. For more information, visit the company's Web site at [www.ConsumersLifephp.com](#).

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Founded in 1934, Medical Mutual of Ohio is the oldest and largest health insurance company based in Ohio. The company serves its customers through high-quality, affordable group and personal health insurance plans, and third-party administrative services to self-insured group customers. Based in Cleveland, Medical Mutual also has offices in Columbus, Cincinnati, Toledo, Akron, Dayton and Youngstown. For more information, visit the company's award-winning Web site at [www.MedMutual.com](#).

[You can find this press release here](#)