



## FOR IMMEDIATE RELEASE

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### **METROPLUS HEALTH PLAN REDESIGNS ITS WEBSITE TO SUPPORT MEMBERS AND BE MOBILE FOCUSED**

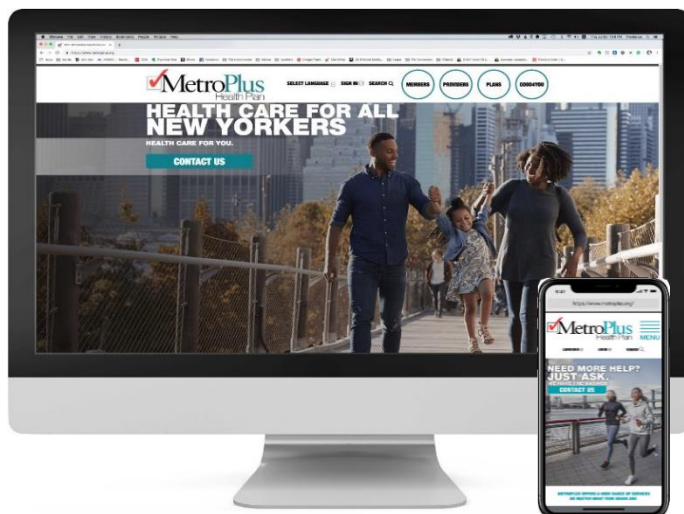
*New website builds on recent technology upgrades to support MetroPlus' members, providers, and the City's push to guarantee access to affordable, quality health care*

(New York, NY – October 15, 2019) – MetroPlus Health Plan, the City's public health insurance option, today announced the launch of its new website. Completely redesigned, the new MetroPlus [website](#) is now mobile-first, and its architecture, based upon Google analytics, allows users to readily find what they most want to do, see or search on the site. The new website builds on recent technology upgrades to support MetroPlus' members, providers, and the City's push to guarantee access to affordable, quality health care for eligible members.

“Visitors to our new site will discover that it's now much easier to find a doctor, pay a premium, check their eligibility for health insurance, and just get in touch with us,” said **Talya Schwartz, M.D., President and CEO of MetroPlus**. “With its new format and easy to navigate headings, viewers will not only find more options, but it will take fewer clicks for them to reach their destination. At MetroPlus, we strive to be more than just a health plan. Delivering new or improved technologies on a continual basis to members, providers, and the public is a key component to reaching that goal.”

User-friendly and easier to navigate, the new MetroPlus home page features clear and simple buttons linking to pages dedicated to members, providers, a selection of health insurance products, and a direct link to the expanded MetroPlus services in the GOOD4YOU pages. The website features access to a multitude of support services offered to MetroPlus members that includes coordination of care for members with complex issues, connection to available social services, large selection of member rewards, and a robust new Health Library, to name a few.

The Health Library feature lets users find answers to a wide variety of questions concerning their



health or the health of a loved one. There is also an easy-to-use way for people to find MetroPlus locations in their neighborhoods, where they can receive a full gamut of health insurance services.

These enhancements to the website are phase one of the upgrade. Functions will continue to be refined and new tools such as live chat, more advanced member and provider portals, and a phone app, are anticipated to be available to MetroPlus website users in the first quarter of 2020. Year to date, the MetroPlus website has garnered over 2.7 million page views, with the highest trafficked features including the “Find a Specialist,” “Pay My Premium,” and “Find a Primary Care Physician.”

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### **About MetroPlus**

[MetroPlus Health Plan](#) offers eligible New Yorkers a wide selection of health insurance options, including Medicaid, Medicare, Child Health Plus, MetroPlus Gold for city employees and SHOP for small businesses. The health plan offers access to primary, specialty, pharmacy and other health care services at low or no cost throughout New York City for people of all ages and varied health needs. MetroPlus members enjoy special perks including up to \$1,000 in gym reimbursement, a rewards points program to redeem for gifts, and services to address social determinants of health like housing and food insecurity.

Since 1985, MetroPlus Health Plan has built a reputation for providing access to affordable, quality health care to residents of Brooklyn, the Bronx, Manhattan, Queens and Staten Island. A wholly-owned subsidiary of NYC Health + Hospitals, the nation’s largest public health system, MetroPlus is the plan of choice for over half a million New Yorkers and has a five-star rating based on the State’s 2018 Consumer’s Guide to Medicaid and Child Health Plus Managed Care Plans in New York City. The health plan’s robust network of primary care doctors and specialists includes many independent community providers. Culturally sensitive, and fluent in more than 40 languages, MetroPlus staff is as diverse as the great city it serves. For more information about MetroPlus plans, benefits, and services, visit [www.metroplus.org](http://www.metroplus.org) and join the conversation at [facebook.com/metroplushealth](https://facebook.com/metroplushealth) and twitter [@metroplushealth](https://twitter.com/metroplushealth).