



# press release

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FOR IMMEDIATE RELEASE

## Live broadcast strives to help viewers understand new Medicare Part D drug plan

*Experts including Ann Womer Benjamin will address callers' questions*

KENT, Ohio — Feb. 18, 2006 — Answers may be just a telephone call away for northeast Ohio seniors who are confused about Medicare Part D, the new voluntary prescription drug benefit. PBS 45 & 49 presents a special live call-in show, **Q&A: Medicare Part D**, on Thursday, Feb. 23 at 9 p.m.

Veteran newscaster Ed Esposito hosts a panel that includes Ann Womer Benjamin, director of the state of Ohio's Department of Insurance; Francine Chuchanis, Medicare managed care ombudsman for the Area Agency on Aging; and Barry Klein, owner of Klein's Pharmacy of Akron and Cuyahoga Falls.

Viewers will be able to call PBS 45 & 49 phone banks at (330) 672-5526 during the broadcast to ask the panelists questions about Medicare Part D. More viewer questions will be handled by representatives from the Akron Area Agency on Aging, who will staff the phone banks. In addition, viewers may call the Akron Area Agency on Aging's Help Line at 800-421-7277, ext. 3208, Monday through Friday from 8 a.m. to 5 p.m.

Medicare prescription drug coverage is insurance that covers both brand-name and generic prescription drugs at participating pharmacies. The coverage provides protection for people who have very high drug costs and may be especially beneficial to seniors who don't currently have prescription drug coverage.

"Because there is so much confusion about Medicare Part D, we felt it would be helpful to provide a forum where seniors can get immediate answers from a panel of experts," Esposito said. He also referred to the timeliness of the show, as those who would like to sign up for the plan must do so before May 15 to avoid paying a penalty. Esposito, news director of Rubber City Radio Group (WAKR/WONE/WQMX), also is a panelist on PBS 45 & 49's weekly news program **NewsNight Akron**.

### About PBS 45 & 49

PBS 45 & 49 is owned and operated by Northeastern Educational Television of Ohio, Inc., a private, nonprofit corporation. A trusted community resource, PBS 45 & 49 uses the power of non-commercial television and related services to enrich the lives of people through high-quality programming and educational services that teach, illuminate and inspire.

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