



## PRESS INFORMATION

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### **FOR IMMEDIATE RELEASE**

#### **NEWKIRK INTRODUCES NEWKIRK EZCARD FOR MANAGED HEALTH CARE**

ENABLES MHC PROVIDERS TO CREATE MEMBERSHIP CARDS ONLINE

ALBANY, NY, September 9, 2009 — Newkirk today announced the availability of its *Newkirk EZCard* membership card service for managed health-care plans.

*Newkirk EZCard* allows managed care organizations to:

- Use the Internet to define and order membership cards.
- Select among a number of full-color standard card templates (custom templates can be implemented by Newkirk).
- Upload member data.
- Incorporate variable member data on the front and/or back of the cards.
- Include a special message on the card carrier.
- Print both small and large volumes of 20 mil., tear-resistant laminated cards.
- Insert letters or other marketing pieces with the ID cards.
- Mail the cards to members' homes.

“Newkirk has offered online marketing services to managed care customers for years,” said Linda McDonald, head of Newkirk’s managed care division. “*Newkirk EZCard* is another expansion of our service offerings. *Newkirk EZCard* makes card ordering and production easier for everyone. And, by simplifying the production process, we’re able to offer the cards at a more attractive price point.”

“The entire process is handled through the Internet,” continued McDonald, “from setting up a provider account to securing proofs to making edits. We expect the service to be of particular interest to small- and medium-sized health-care organizations.”

The laminated ID card is printed in full color and can incorporate a variety of member information on both the front and back of the card.

For more information on Newkirk’s managed care services and products, contact Newkirk at **800-525-4237** (Monday through Friday, 8 a.m. to 5 p.m. Eastern time) or visit [www.newkirk.com](http://www.newkirk.com).

\*\*\* MORE \*\*\*

**About Newkirk**

Newkirk is a leading provider of member pre- and post-enrollment, member retention, and provider communications for managed care organizations, third party administrators, and self-funded plans. Newkirk's online publishing systems and cost-efficient communications give organizations an edge from enrollment through retention.

For more information, visit [www.newkirk.com](http://www.newkirk.com) or call **518-862-3321**.

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