

New Life Agency, Inc. Joins Forces With The Diamond Institute and Walgreens Specialty Pharmacy to Introduce the Nation's First In Vitro Fertilization Insurance Program

Innovative plan designed to help patients save thousands of dollars on fertility treatments and medications

LOS ANGELES, January 20, 2010 /PRNewswire/ New Life Agency, Inc today announced that it has joined forces with New Jersey-based The Diamond Institute IVF Center and Walgreens Specialty Pharmacy to create the nation's first IVF insurance program. The Assisted Reproduction Care (ARC) Insurance ProgramSM offers patients suffering from infertility feasible financial solutions for the ever-rising costs of In Vitro Fertilization (IVF) treatments, procedures and fertility medications.

The ARC Insurance ProgramSM combines insurance coverage with a fertility medication discount plan that can save The Diamond Institute IVF center's patients more than 50 percent on the cost of standard services, totaling thousands of dollars over the average treatment term. In addition, the program offers hundreds of dollars in discounts on fertility medications through Walgreens Specialty Pharmacy. The innovative program goes beyond the traditional IVF shared risk program offered by some IVF centers by aggregating the cost of consultations, testing, complication insurance, IVF treatments, surgical treatments and medications to offer unbeatable total savings.

The ARC Insurance ProgramSM offers 10 doctor-recommend plan options for individual fertility needs, allowing the patient to move through their treatment process fully aware of the total cost of each phase. If pregnancy is not achieved, the program offers refunds and credits during the 18-month enrollment term.

New Life leveraged its industry-leading insurance offerings along with its exclusive third-party administration capabilities through New World Administrators, Inc. to forge this unique strategic relationship with Diamond Institutes IVF Center and Walgreens Specialty Pharmacy. The ARC Insurance ProgramSM is currently offered exclusively through The Diamond Institute IVF Center and will be expanded to additional approved IVF centers and providers in 2010.

Trish Taylor, president of New Life Agency, announced, " Our partnership with Diamond Institute and Walgreens is a great beginning to an industry-altering turn towards giving patients facing infertility more financial control and insurance surety where they have none today. Our partnerships' demonstrate our company's commitment to help patients and we hope more IVF centers will join our program when we open our offerings to additional providers in 2010."

Matan Yemini, MD, co-director of The Diamond Institute said today, “Our IVF centers’ collaboration with New Life was more than a year in creation and is a unique program to serve patients in these tough economic times.”

Enyde Polesuk, vice president of product development for Walgreens Specialty Pharmacy added, "Our goal is to offer personalized fertility care and the best possible solution for these very specialized pharmacy needs. We are pleased to be a part of this first-of-its-kind cost-savings offering and look forward to making our services more accessible than ever for hopeful parents-to-be.”

About The Diamond Institute

The Diamond Institute is an independent, private center devoted to the diagnosis and treatment of infertility. Since 1968 the Institute has offered, in one comprehensive setting, sophisticated state of the art laboratories, operating rooms, consultation offices and all support services.

About New Life Agency

New Life Agency, Insurance Agency is a fully licensed Surplus Lines Company across the United States as a Lloyd's of London Coverholder and underwriter offering insurance products secured and "A" rated superior security by A.M. Best, financial size XV (excess of two billion dollars). New Life provides insurance for intended parents, surrogates, egg donors and the professionals of the assisted reproduction medical industry with over 10 years of experience exclusively in Assisted Reproduction Insurance[®].

A new standard of care for New Life Agency, Inc. is *New World Administrators, Inc.* New World Administrators is a third party administrator providing customer care and claims handling service exclusively to New Life Agency, Inc. and are committed to providing World Class customer Care in claims servicing and administration to our clients. New Life Agency, Insurance Agency, Inc., 1-877-952-5433(LIFE), www.newlifeagency.com

About Walgreens Specialty Pharmacy

Walgreens Specialty Pharmacy LLC., a wholly-owned subsidiary of Walgreen Co. operated by its managed care division, Walgreens Health Services, is a national provider of injectable and biopharmaceutical medications dedicated to serving the needs of patients living with complex, chronic health and medical conditions. Walgreens Specialty Pharmacy provides personalized care and services through dedicated fulfillment centers across the country and electronically linked Walgreens pharmacies, including locations in academic medical centers, community hospitals and physician office buildings.

Walgreens Specialty Pharmacy assists patients in obtaining medications, coordinates insurance benefits and provides individualized therapy management and clinical support.

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