



## INTER OFFICE MEMO

Communications - 9T

**TO:** Distribution **DATE:** 8/15/96

**FROM:** Susan Towler, Communications

**SUBJECT:** **Draft 1996 Second Quarter Financial Communication Package**

Attached for your review and approval are the draft news release, financial summary and talking points developed to communicate second quarter financial results. This communication was produced in consultation with Financial Reporting, Investments and Product and Market Management.

Communications recommends cautious release of our second quarter results on Monday afternoon, August 19. To further encourage the media to report consolidated instead of statutory numbers, we will make available to reporters upon request a financial summary of our GAAP results.

To several key health care reporters who frequently report on our quarterly financial results, we recommend providing the news release via fax on Monday, August 19, then following up with a telephone call with an offer for a brief interview with a company spokesperson. These reporters and their publications include: John Dunbar, *The Florida Times-Union*; Paula Rausch, *Jacksonville Business Journal*; and Phil Galewitz, *Palm Beach Post*. Our goal is to generate more accurate reporting that reflects our messages about enrollment growth and financial stability. By using this approach, we may receive more coverage than we have in the past, although we expect it will be more accurate.

In response to media inquiries, we recommend that Tom Albright serve as our primary spokesperson to promote enrollment growth. In response to media requests for comment on our financial performance, we recommend that Chris Doerr serve as our spokesperson.

Communications is prepared to address any media inquiries that may be generated when Health Options files its 1996 second quarter financial statement with the Department of Insurance on August 15.

If you have any questions or comments, please contact me on extension 16803 or Patrick McCabe on 16123. Thank you.

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