

# **MEDIA ADVISORY**

FOR IMMEDIATE RELEASE  
October 28, 2013

CONTACT: Craig Glaser  
(248) 989-4200

## **CMS Awards Certified Application Counselor Designated Organization Certification to Advomas**

(Troy, MI)... Advomas, a national industry leader in health care payer sourcing, has been awarded the designation of multi-state Certified Application Counselor Designated Organization (CDO) by the Centers for Medicare and Medicaid Services (CMS). CDO designation is part of the comprehensive suite of products Advomas offers in its mission to assist healthcare consumers to find the best source of insurance coverage for their unique needs that is now being expanded to include facilitating enrollment of consumers in health care exchanges established by the Affordable Care Act (ACA).

CDO designation provides Advomas with the capability to further expand the reach of its staff in the CAC program and provide appropriate directional guidance for individuals participating in the state and federal-facilitated ACA marketplaces.

The new CDO designation comes as Advomas recently launched its *AdvoSure* initiative, a comprehensive suite of services designed to help clients traverse the complex issues impacting their business with the advent of national health care reform. More than just a new product, *AdvoSure* offers Advomas clients a one-stop resource for patients and providers to help secure the appropriate coverage for their particular circumstance or help to find resolution to the most challenging situations.

“With CDO designation and the introduction of *AdvoSure*, we are positioned to take our health insurance eligibility and enrollment services to a new level. Whether it is utilizing

exchange-based private insurance capabilities, Medicaid or some other public program, Advomas is now positioned to assist consumers and providers with the right service to secure the appropriate coverage as required by the ACA,” said Robert Barbour, CEO of Advomas.

Advomas works tirelessly for patients by expediting the Medicaid enrollment process where appropriate and streamlining the process for securing a QHP under the ACA that maintains a consistent and reliable revenue flow for providers. As a Certified Application Counselor Designated Organization, Advomas is poised to secure a path to profitability by using its expertise on behalf of its clients in this ever-changing health care environment.

#####

### **Summary**

Advomas, a leader in health care payer sourcing, announces being named a Certified Application Counselor Designated Organization designation by the Center for Medicare and Medicaid Services.