

Contacts: Abenaa Abboa-Offei (718-794-7696)
Emeka Anunkor (718-794-5743)

FOR IMMEDIATE RELEASE

Affinity Health Plan Alerts Public About Potential Security Breach

BRONX, NY (April 5, 2010) – Affinity Health Plan, a not-for-profit managed care plan serving the New York metropolitan area, is informing the general public regarding the potential breach of customer, provider and staff personal information. Affinity was informed on March 17 that an office copier leased previously by it and since returned to the leasing company may contain personal information on its hard drive. Affinity, which is in the process of obtaining the machine, has not had an opportunity to examine this hard drive to confirm the information it may contain. Some of the personal information on the copiers may have included Social Security numbers, dates of birth, and medical information.

Affinity has taken immediate actions to ensure that no personal information of its customers remains on other previously leased copiers. Specifically, it has taken the following measures:

- Contacted the leasing company and begun retrieving the hard drives of the other copy machines whose leases have expired
- Commenced an intensive inventory of all of our leased copying equipment to identify those with on-board memory or hard drives
- Ensuring that the contents of all machines are completely scrubbed prior to their return to the leasing company at the end of the lease period
- Contacted relevant regulatory agencies regarding this issue

Affinity has long been committed to ensuring the security of its customers' personal information, and has for many years administered a comprehensive program to safeguard and maintain the confidentiality of member, provider, and employee personal information on computers and other devices. The company is now exercising the same standards for any data that may exist on its leased copying equipment.

Although Affinity does not have any evidence that customer information has been used or compromised in any way, for precautionary purposes, here are some steps its customers and staff may want to take:

- Check all bank and credit accounts for anything suspicious. Report anything that does not look right at once to your bank or credit card company.
- Check your explanations of payment for any medical services you did not receive. Report anything that does not look right to us or your other health care provider(s).

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- Get free copies of your credit reports and check them for anything suspicious, or for new accounts. You can get the reports at **www.annualcreditreport.com** or by calling toll-free to **1-877-322-8228**. (If you are hard of hearing, you may reach their TDD service at 1-877-730-4204.)
- Place a free 90-day fraud alert on your credit file. You can ask for an alert from any of these companies: Equifax (1-800-525-6285); Experian (1-888-397-3742) or Trans-Union (1-800-680-7289)

Customers and staff who may have questions or need additional information may call any of these numbers:

- English speaking Members: 1-877-626-5868
- Spanish speaking Members: 1-877-358-1919
- Chinese speaking Members: 1-877-626-5966
- Affinity employees: 1-877-626-5056
- Former applicant for coverage: 1-877-626-5161
- Providers/Vendors/Former staff: 1-877-626-5068

“Like many organizations across the country, we were not aware copy machines contained hard drives that need to be wiped,” said Abbe Abboa-Offei, senior vice president of Customer & Community Connections. “Safeguarding the confidentiality of protected health information and other personally identifiable information of our customers is a priority for us, and we have immediately notified all those potentially affected as well as appropriate regulators and authorities.”

About Affinity Health Plan

Affinity Health Plan is an independent, not-for-profit organization offering quality health care coverage to underserved New Yorkers. Its programs are sponsored by New York State and include Child Health Plus, Family Health Plus, Medicaid managed care, and Medicare Advantage which it offers in New York City. Founded in 1986, Affinity serves more than 250,000 members in an area that includes New York City, Long Island, and the surrounding counties of Westchester, Rockland and Orange. For more information, visit www.affinityplan.org or call (866) 247-5678. Follow Affinity on Facebook and YouTube.

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