



**Press Release**  
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## **Hospital District Emphasizes the Importance of Traditional Medicare for Individuals**

*Knox County Hospital District urges seniors to consider traditional Medicare during open enrollment.*

KNOX CITY, Texas (NOV 3, 2023) – Open enrollment for Medicare has recently begun, and we already see advertisements for various Medicare plans, including Medicare Advantage. Knowing the challenges of utilizing general healthcare benefits in a rural region, finding providers and care under Medicare can be challenging as it is. That is why Knox County Hospital District (KCHD) urges seniors, ages 65 and older, in the area to select traditional Medicare over the Advantage program.

"There is no advantage to enrolling in a Medicare Advantage plan," says Stephen Kuehler, CEO of KCHD. "I know you may see lots of commercials on TV with celebrities and backed by insurance companies that you are familiar with. But I assure you that Advantage plans do not always cover what you need when needed."

With traditional Medicare, which individuals have paid for through their Social Security withholdings for most of their lives, patients can enjoy the advantages of local primary care providers who are pivotal in managing their healthcare. In contrast, Medicare Advantage places control in the hands of insurance companies, potentially limiting access to care and treatment plans recommended by patients and their trusted primary care providers.

Kuehler says that with traditional Medicare, patients can select the healthcare professionals they trust, ensuring a personalized approach to their medical care. This patient-healthcare provider relationship is essential for promoting better health outcomes and overall patient satisfaction.

In contrast, Medicare Advantage, often marketed with the allure of additional "free" services, can have limitations that impact patient choices. While Medicare Advantage may offer other services, it is essential to remember the saying, "There is no free lunch."

Access to care and treatment plans advocated by patients and their primary care providers may become more restricted under Medicare Advantage, as the insurance company's policies may influence decisions.

KCHD strongly encourages individuals to consider the long-term benefits of traditional Medicare and the value it brings to their healthcare journey.

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"At Knox County Hospital District, we believe that traditional Medicare is a reliable and effective option for individuals seeking comprehensive and patient-centered care," Kuehler explains. "It allows patients to maintain a close relationship with their primary care providers and ensures that their healthcare decisions are made based on their best interests rather than the interests of an insurance company."

Knox County Hospital District remains committed to providing high-quality care and advocating for the well-being of its patients. By promoting the benefits of traditional Medicare, the hospital district aims to empower individuals to make informed decisions about their healthcare and take control of their medical journey.

Regardless of the plans you choose, ensuring health insurance coverage is essential. Open enrollment for Medicare began on Oct. 15. Qualifying individuals can enroll or make changes to their existing plans during this limited-time window, which ends on Dec. 7.

For more information regarding Medicare and your choice of healthcare for individuals ages 65 and older, visit [www.choosingmedicare.org](http://www.choosingmedicare.org). To speak with a KCHD representative about coverage questions, please call 940-657-3535.

### **About Knox County Hospital District**

Founded in 1926, Knox County Hospital District provides healthcare for residents of Knox County and surrounding areas. The district offers a wealth of medical services, including 24-hour emergency care, advanced radiology services, a clinical laboratory, home health, physical therapy, long-term care, patient education, and more. For additional information, please call 940-657-3535 or visit [www.knoxhospital.org](http://www.knoxhospital.org).

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**Knox County Hospital District**

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