CROSS VALLEY
FEDERAL CREDIT UNION

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Cross Valley Federal Credit Union Launches Free Medicare Guidance Program for Members Ahead of Open Enrollment

Members gain access to licensed Medicare advisors for education, plan comparison, and enrollment support, at no cost and with no obligation

WILKES-BARRE, PENNSYLVANIA— Cross Valley Federal Credit Union announces the launch of a Medicare guidance program for its members, in partnership with MedVía, whose founding team has built and delivered embedded Medicare guidance inside the credit union industry since 2018. Beginning immediately, and ahead of the Medicare Annual Enrollment Period that runs October 15 through December 7, Cross Valley members approaching age 65, members already on Medicare, and members who qualify through Social Security Disability will have access to licensed advisors for education, plan comparison, enrollment support, and a free plan review every year after.

Roughly 11,000 Americans turn 65 every day and face one of the most consequential financial decisions of their lives. Most navigate it alone or through television call centers. Cross Valley's program places that guidance inside the institution members already trust with their financial lives, available by phone, virtually, online, and in person at every Cross Valley branch.

"Our members have trusted Cross Valley with their financial lives for decades, and turning 65 is one of the biggest financial moments they will ever face," said Traci Donahue, Chief Executive Officer of Cross Valley. "They should not have to figure it out alone with a stranger from a TV commercial. This program puts real guidance inside their credit union, where it belongs."

"Credit unions were built on people helping people, and no moment tests that more than the transition into Medicare," said Justin Valenzuela, Founder and CEO of MedVía. "Every day thousands of Americans turn 65 and face this decision alone. Traci and her team decided their members never would again. That's what people helping people actually looks like."

The program launches with member education, in-branch Medicare Days at Cross Valley's six branch locations, and one-on-one appointments with Jon MacAvoy, the licensed Medicare advisor dedicated to Cross Valley members. There is never a cost or obligation to members. Members can learn more and schedule a conversation at crossvalley.medvia.ai, through the Medicare Guidance page at crossvalleyfcu.org, or at any branch.

About Cross Valley Federal Credit Union

Cross Valley Federal Credit Union, headquartered in Wilkes-Barre, PA, provides financial services for more than 17,000 members across Northeastern Pennsylvania from six branch locations, with a seventh opening in Hazle Township. Established in 1969 to initially serve employees of Social Security Administration, the over $300 million credit union is open to employers and organizations through its Multiple Common Bond charter. Membership information and current rates can be obtained by visiting crossvalleyfuc.org

About MedVía

MedVía partners with credit unions to guide members through the retirement health transition. Its founding team has delivered embedded Medicare education, enrollment, and annual service inside the credit union industry since 2018, and MedVía brings that proven model to credit unions under each credit union's own brand, at no cost to the credit union or its members. Learn more at medvia.ai.

Media Contacts

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