



FOR IMMEDIATE RELEASE

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MEDICAID HEALTH PLAN WINS MARKETING AWARDS

Network Health's marketing materials earn Aster and Healthcare Advertising Awards

Cambridge, Mass. – Network Health, a Massachusetts MassHealth (Medicaid) managed care health plan, received several awards from two nationally recognized health care marketing publications, including the prestigious gold Aster Award from *Marketing Healthcare Today*.

The field of health care marketing includes provider and member communications, provider and member growth and retention activities and materials, as well as health promotions. “It is a great honor for us to receive these awards,” notes Allan E. Kornberg MD, Network Health’s chief executive officer. “These awards recognize our commitment to ensuring our customers receive superior information about our plan’s programs, services, and benefits.”

Network Health earned a gold Aster Award for its annual report, *Building Network Health: Business Year in Review 2004*, which chronicles the accomplishments and goals of the nationally recognized, seven-year-old health plan for its innovative programs and partnerships. Network health also earned a silver Aster Award for its *grow healthy together* calendar, which tracks pregnancy through the first two years of a baby’s life.

The Aster Award is a national medical marketing awards program that recognizes excellence in medical marketing for health care organizations and advertising agencies. Creative Images, Inc., an internationally recognized firm that has specialized in strategic health care marketing for 11 years, hosts the Aster Awards. The winners of this year’s competition are featured in the May/June issue of the company’s magazine, *Marketing Healthcare Today*.

Network Health won four additional awards in the 22nd Annual Healthcare Advertising Awards sponsored by *Healthcare Marketing Report*, including a gold award for the plan’s marketing video, *everyone deserves care this good*. *Healthcare Marketing Report* is the nation’s oldest and largest advertising awards competition and this year more than 3,500 entries were submitted from the 50 states and numerous countries.

Network Health received bronze awards for the plan’s member handbook and Web site, and a merit for the pregnancy calendar.

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Nationally recognized for its innovative benefits and partnerships, Network Health offers a range of integrated services and supports necessary for MassHealth members to maintain optimal health. Massachusetts residents can contact the state at 800-841-2900 to request a MassHealth Benefit Request (MBR) form and learn whether they are eligible for Network Health. Once enrolled in MassHealth, members can contact Network Health at 888-257-1985 or visit us on the Web at www.network-health.org to upgrade their benefits to Network Health.

About Network Health

Network Health is a comprehensive Medicaid health plan contracted by the state's MassHealth office. Network Health provides its members with all the benefits of MassHealth plus additional free and discounted benefits, services, and programs. In its efforts to improve the health and well-being of its members and their diverse communities, Network Health partners with a growing network of primary care physicians, specialists, hospitals, and community organizations across the state.

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