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Network Health Wins Marketing Awards

Innovative Marketing Materials Earn National Health Care Honors

Cambridge, Mass. – Network Health, a Massachusetts health plan that provides high-quality and accessible health care coverage for 80,000 Massachusetts residents with low and moderate income, recently received several awards from four nationally recognized organizations, including a Silver Award from *Marketing Healthcare Today*'s prestigious 2006 Aster Awards.

"We are proud that our marketing efforts have been recognized as being among the best in the nation," explains Christina Severin, Network Health's executive director. "Hard work and exemplary creative thinking went into earning these awards, which deliver marketing messages the public understands when choosing a health plan."

Network Health earned the following awards for 2006:

- Silver Aster Award from *Marketing Healthcare Today*, for Network Health's "Get the Benefits" promotional campaign. The Aster Award is a national medical marketing awards program that recognizes excellence in medical marketing for health care organizations and advertising agencies.
- Lamplighter Award of Excellence from the *New England Society for Healthcare Communications* (NESHCo) for Network Health's quarterly member newsletter, *MemberCare*. Each year, the Lamplighter awards are presented in recognition of excellence in a variety of marketing, communications, and public relations areas including publications, audio-visual presentations, writing, marketing, and advertising.
- Award of Distinction from *The Communicator Awards*, for Network Health's dental benefit publicity campaign. The Communicator Awards are an international competition honoring excellence in communications.
- Healthcare Advertising Merit Award from *Healthcare Marketing Report* for Network Health's new benefits advertising campaign. *Healthcare Marketing Report* is the nation's oldest and largest advertising awards competition and this year more than 3,500 entries were submitted.

For nearly ten years, Network Health has been providing access to high-quality health care coverage to economically and socially vulnerable residents of Massachusetts. Network Health provides its members with all the benefits of MassHealth plus additional free and discounted

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benefits. The plan's new Commonwealth Care product, which it hopes to have available this fall, will extend access to affordable health care for eligible uninsured individuals.

Network Health contracts with the Massachusetts' MassHealth office to provide its members with all the benefits of MassHealth plus additional free and discounted benefits designed to improve the health and well-being of its members. For example, the plan offers free children's car seats, free breast pumps for eligible new moms, loaner cell phones when clinically appropriate, and free toys and games for children who complete their immunizations and have their annual well-visits. In addition, Network Health offers health coaching to educate and motivate high-risk members to become more engaged in their health care.

Network Health is available in 170 cities and towns across the state and individuals must be eligible for MassHealth to join Network Health's Medicaid health plan. To learn about MassHealth eligibility, Massachusetts residents can contact the MassHealth Enrollment Center at 888-665-9993 from 8:45 a.m. to 5:00 p.m., Mondays, and between the hours of 8:45 a.m. to 3:00 p.m., Tuesday through Friday. Once enrolled, MassHealth members can learn about all their MassHealth health plan options by calling the MassHealth Customer Service Center at 800-841-2900 from 8:00 a.m. to 5:00 p.m., Monday through Friday.

Network Health is nationally recognized for its integrated model of care, which provides a team of in-house clinicians to coordinate the care of members with complex health needs. In its efforts to improve the health and well-being of its members and enrich their diverse communities, Network Health partners with a growing network of primary care providers, specialists, hospitals, and community organizations across the state.

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