



**FOR IMMEDIATE RELEASE**

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## **Network Health Receives Multiple Marketing Awards**

*Health plan acknowledged for health care reform education*

(**Medford, Mass.**) - Network Health announced today that the organization's marketing and communications department has won 13 awards in recent months for a variety of efforts, including several to educate the public about its role in health care reform. Network Health also was honored for marketing activities designed to improve the health of members with chronic illness, and for activities that facilitated its providers' work with the plan. Six of the awards received were for pieces targeting multi-ethnic groups that were written in various languages like Spanish and Portuguese.

Network Health's marketing and communications efforts were recognized by the **Healthcare Marketing Report, the Lamplighter Awards, the Aster Awards, the Communicator Awards, and the Health Information Awards.**

"Network Health is thrilled to be recognized by so many distinguished organizations," says Deborah Gordon, senior director of marketing at Network Health. "Following the passage of Massachusetts' historic health care reform law, Network Health was challenged with raising awareness of the outcomes of health care reform, including the new program for the uninsured, Commonwealth Care, among a population that is traditionally difficult to reach. Effective communications are key to achieving our mission of improving access to high-quality, low-cost care for underserved communities; receiving honors from such marketing and communications experts truly shows our commitment to educating our diverse populations on health care reform."

Included in Network Health's recent awards were a silver medal and three bronze medals from the Aster Awards; two certificates of merit from Healthcare Marketing Report; two awards of excellence from the Lamplighter Awards; and an award of distinction from the Communicator Awards.

A broad range of Network Health's marketing and communications materials were singled out, including billboard ads, newspaper ads, direct mail pieces, multilingual brochures, corporate marketing materials, and unique promotional items.

### ***About Network Health***

Since 1997, Network Health has provided access to high-quality health care to low- and moderate-income residents of Massachusetts. Based in Medford, Mass., Network Health is a

comprehensive health plan serving members through its *Network Health Together*<sup>™</sup> (MassHealth) and *Network Health Forward*<sup>™</sup> (Commonwealth Care) plans.

Network Health provides its *Together* members with all the benefits of MassHealth, plus additional free and discounted benefits. Network Health's Commonwealth Care plan extends access to affordable health care for qualified Massachusetts residents 19 years or older who earn at or below 300 percent of the federal poverty level, or up to approximately \$30,000 a year for an individual (up to \$62,000 a year for a family of four). In addition to core health care benefits, Network Health offers its *Forward* members extra benefits designed to encourage wellness.

Network Health is nationally recognized for its integrated model of care, which provides a team of in-house medical, mental health, social service, and pharmacy professionals to coordinate the care of members with complex health needs and address their non-medical barriers to care. 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 more than 13,000 primary care providers, specialists, hospitals, and community organizations to serve members in more than 300 cities and towns across Massachusetts.

Individuals must be eligible for MassHealth to join *Network Health Together*, a MassHealth plan. To learn about MassHealth eligibility, Massachusetts residents can contact the MassHealth Enrollment Center at 888-665-9993 (TTY 888-665-9997), Monday through Friday, 8:45 a.m. to 5 p.m. Once enrolled, MassHealth members can learn about their MassHealth health plan options by calling the MassHealth Customer Service Center at 800-841-2900 (TTY 800-497-4648), Monday through Friday, 8 a.m. to 5 p.m.

To learn about Commonwealth Care health plan options, call the Commonwealth Care Customer Service Center at 877-MA-ENROLL or 877-623-6765 (TTY 877-623-7773), Monday through Friday, 8 a.m. to 5 p.m. Or visit [www.macommonwealthcare.com](http://www.macommonwealthcare.com).

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