



HEALTH PLAN OF MICHIGAN RANKED AMONG NATION'S BEST MEDICAID HEALTH PLANS IN 2008

Health plan retains its standing as one of America's Best Health Plans for the second year in a row, according to U.S. News & World Report/NCQA findings

DETROIT, MICH., Nov. 7, 2008 – Detroit-based Health Plan of Michigan has been recognized as one of the Top 15 Medicaid health plans in the country, according to the latest *U.S. News & World Report/NCQA* America's Best Health Plans rankings. HPM was ranked 14th nationally and was also the second highest-ranked Medicaid plan within the State of Michigan. This is the second year in a row that HPM has been recognized as one of America's Best Health Plans.

“Health Plan of Michigan continually strives to improve its performance on key measures of health care quality and member satisfaction. One of the ways we accomplish this is through the use of state of the art technology to reach out to our members,” said Dr. David B. Cotton, MD, President and CEO of Health Plan of Michigan. “We're extremely proud to be ranked among America's Best Health Plans for 2008.”

The National Committee for Quality Assurance (NCQA) and *U.S. News & World Report* collaborate annually to rank the nation's health plans. The rankings placed four Michigan Medicaid health plans in the Top 25 nationwide, down from seven plans the previous year. The Top 25 Medicaid Health Plans will be featured in the Nov. 17 edition of *U.S. News & World Report*, now available in newsstands and online.

Hundreds of commercial, Medicare, and Medicaid health plans were ranked, with detailed information given about their performance in selected areas, including consumer experience, prevention and treatment. The rankings were compiled from data collected and analyzed by NCQA, which is the nationally recognized standard for health plan accreditation.

Health Plan of Michigan demonstrated significant improvement in several preventive care measures to help attain its 14th place ranking. HPM's Childhood Immunization Rate increased by nearly 5 percentage points and its Well Child Visit rate for children ages 3-6 years increased by over 6 percentage points. HPM also improved the quality of care for pregnant women, demonstrating an increase of over 4 percentage points for Postpartum Care. These results are based on Health Plan of Michigan's 2008 Healthcare Effectiveness Data and Information Set (HEDIS) results from NCQA's 2008 Quality Compass.

All of these improvements were achieved through an aggressive telephone and mail outreach campaign to contact members and remind them of important preventive services. HPM also

offers a pay for performance program for its providers focused on preventive care and health outcomes measures.

Health Plan of Michigan is the third largest Medicaid HMO in the State of Michigan, providing health care services to over 166,000 Medicaid enrollees through a contract with the Michigan Department of Community Health (DCH). HPM is a privately owned and physician managed Medicaid health plan. Its corporate headquarters is located in Detroit, Michigan. Currently HPM operates in 42 Michigan counties. The company has attained an NCQA rating of “Excellent” which is the highest accreditation rating that can be obtained by a managed care organization. For more information, visit www.hpMich.com.

“America’s Best Health Plans” is a trademark of U.S.News and World Report.

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