



## **HealthAmerica Awarded Pennsylvania Medicaid Contract**

### **Award continues HealthAmerica's Medicaid expansion**

**Pittsburgh, Pa. – August 1, 2011** – HealthAmerica Pennsylvania, Inc., announced today that CoventryCares™, a Pennsylvania HealthChoices plan, has been selected to move into the contracting and Readiness Review phase toward being awarded a HealthChoices Managed Care contract by the Pennsylvania Department of Public Welfare in the Commonwealth's Southwest Zone. The HealthChoices Program is the name of Pennsylvania's mandatory managed care program for Medicaid consumers.

Beginning in April 2012, nearly 300,000 HealthChoices consumers in Allegheny, Armstrong, Beaver, Butler, Fayette, Greene, Indiana, Lawrence, Washington and Westmoreland counties will have the option to choose CoventryCares™ to provide their HealthChoices benefits.

This contract expands the CoventryCares™ program throughout Pennsylvania. CoventryCares™ currently offers health care coverage to approximately 15,000 HealthChoices members in Bucks, Chester, Delaware, Montgomery, and Philadelphia counties in southeastern Pennsylvania.

"We are honored and excited to have the opportunity to strengthen our partnership with the Commonwealth of Pennsylvania to provide health coverage to a greater number of its HealthChoices population," said Mary Lou Osborne, chief operating officer for HealthAmerica. "Our company's experience with state Medicaid programs will allow us to deliver high quality benefits and services to Pennsylvania's HealthChoices consumers."

CoventryCares™ will provide case management services to its HealthChoices consumers. These services are an integral part of its program to address the critical health care needs of HealthChoices consumers and help to ensure that members access needed health care services. Programs to improve outcomes for high-risk pregnant women and members living with chronic illnesses such as asthma, diabetes, and heart conditions are just some of the programs that will be available to CoventryCares™ members.

"We see ongoing opportunities to serve our members through early intervention programs, immunization and well baby programs, and other medical management programs that encourage members to take an active role in their health," said Osborne. "Our staff stands ready to engage the community and work to improve members' health outcomes."

### **About CoventryCares™ and HealthAmerica**

CoventryCares™ from HealthAmerica is a Pennsylvania Medicaid Managed Care Organization serving Delaware, Bucks, Chester, Montgomery and Philadelphia counties. For information visit [www.mycoventrycares.com](http://www.mycoventrycares.com).

With over 35 years of providing health care benefits, HealthAmerica has earned a reputation as one of the most trusted and experienced health insurers in Pennsylvania. The company ranks 14th in the nation for HMO and POS plans by the National Committee for Quality Assurance, and its Medicare plan ranks 28th nationally. It has ranked among the top health plans by NCQA for six consecutive years. HealthAmerica provides a range of traditional and consumer-directed health insurance products, including self-funded, Medicare, Medicaid, indemnity, nongroup, and pharmacy plans. It currently has "Excellent" accreditation by the NCQA for its commercial HMO, POS, and Medicare plans. HealthAmerica's corporate offices are in Harrisburg, Philadelphia, and Pittsburgh, Pennsylvania. For more information, visit HealthAmerica's website at [www.healthamerica.cvty.com](http://www.healthamerica.cvty.com).

**Contact:**

Dorothy Laincz

Manager of Communications, HealthAmerica

[dlaincz@cvty.com](mailto:dlaincz@cvty.com)

717-526-2902

#####