



FOR IMMEDIATE RELEASE
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**BLUECROSS BLUESHIELD OF TENNESSEE SELECTS PROGENYHEALTH
FOR NEONATAL CARE MANAGEMENT SERVICES**

Conshohocken, PA - ProgenyHealth, Inc. announced that it has entered into an agreement with BlueCross BlueShield of Tennessee to provide comprehensive neonatal intensive care unit (NICU) care management services to BlueCross BlueShield of Tennessee's insured groups and individual members, beginning August 2010.

ProgenyHealth's NICU/pediatric case managers, neonatologists and pediatricians will work collaboratively with families, facilities and providers managing all health care services for BlueCross BlueShield of Tennessee members' premature and medically complex newborns throughout the first year of life.

"We are excited to enter into this new partnership with ProgenyHealth," states Inga Himelright MD MPH MBA, Associate Chief Medical Officer of BlueCross BlueShield of Tennessee. "The comprehensive care management program that ProgenyHealth now offers our youngest members and their families will enhance the services currently provided by BlueCross BlueShield of Tennessee, while supporting our continuing mission of providing quality, accessible health care services to the communities we serve."

"It is our belief that quality outcomes are a team effort and our staff works proactively with neonatal providers to attain the best possible outcome for each child," says Ellen Stang MD, President and CEO of ProgenyHealth. "Our model is focused on preventing gaps and fragmentation in care and we provide a dedicated NICU/pediatric case manager to families who offer support and educational services throughout the infant's first year of life. We are very excited that BlueCross BlueShield of Tennessee has chosen to partner with ProgenyHealth to provide specialty management services to their premature and medically complex newborns."

ProgenyHealth's program allows their clients to have web-based access to their proprietary BabyTraxSM application to view all medical management and case management services being provided to their members as well as online access to standard and customized reports. Families also are given online access to view their infant's plan of care, an extensive library of health care articles and can email the infant's care managers at a time that is convenient for them.

About BlueCross BlueShield of Tennessee:

BlueCross BlueShield of Tennessee offers its clients peace of mind through affordable solutions for health and healing, life and living. Founded in 1945, the Chattanooga-based company is focused on reinventing the health plan for its 3 million members. Through its integrated health management approach, BlueCross is developing patient-centric products and services that positively impact affordability, patient safety and quality. BlueCross BlueShield of Tennessee, Inc. is an independent licensee of the BlueCross BlueShield Association. For more information, visit the company's Web site at www.bcbst.com.

About ProgenyHealth:

Headquartered in Conshohocken, Pennsylvania, ProgenyHealth is a leading provider of neonatal care coordination services. Focusing on the unique health care needs of infants in intensive care nurseries, ProgenyHealth neonatologists, pediatricians and NICU/pediatric nurses partner with the infant's neonatologists and primary care providers to provide care management services from birth throughout the first year of life. Case managers are available to support and educate families 24/7. By working closely with the ProgenyHealth clinical team, families become active participants in the health care decision making process. *For more information on our programs and services, please visit:*

www.progenyhealth.com