



FOR IMMEDIATE RELEASE
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DEAN HEALTH PLAN SELECTS PROGENYHEALTH FOR NEONATAL CARE MANAGEMENT SERVICES

Conshohocken, PA - ProgenyHealth, Inc. announced that it has entered into a multiyear agreement with Dean Health Plan to provide comprehensive NICU care coordination services to the plan's medical assistance and commercial members, effective June 2010.

Under the agreement, ProgenyHealth's NICU case managers, neonatologists and pediatricians work collaboratively with families, facilities and providers managing all health care services for Dean's premature and medically complex newborns throughout the first year of life.

"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 case manager to families who offer support and educational services throughout the infant's first year of life. We are very excited that Dean Health Plan 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 their care managers at a time that is convenient for them.

About Dean Health Plan:

Headquartered in Madison, Wisconsin, Dean Health Plan is the insurance services subsidiary of Dean Health System and SSM Health Care. It maintains a position of leadership in insurance services through a physician-led integrated health system that improves the health status of its members and delivers a superior level of service and care. *For more information visit:*

<http://www.deancare.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 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 Progeny clinical team, the families become active participants in the health care decision making process.

For more information on our programs and services, please visit:

www.progenyhealth.com