



FOR IMMEDIATE RELEASE
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PRIMEWEST HEALTH SYSTEM SELECTS PROGENYHEALTH FOR NEONATAL CARE MANAGEMENT SERVICES

Conshohocken, PA – ProgenyHealth, Inc. announced that it has entered into a multiyear agreement with PrimeWest Health System to provide comprehensive NICU care coordination services to the plan’s medical assistance members which began in November, 2007.

Under the agreement, ProgenyHealth’s NICU case managers and neonatologists will be working collaboratively with families, facilities and providers managing all health care services for PrimeWest’s premature and medically complex newborns throughout the first year of life.

“PrimeWest values the comprehensive case management services ProgenyHealth will provide for some of our most fragile members – premature babies, said Karen Rau, Director of Care and Quality Management at PrimeWest Health System. ProgenyHealth’s involvement with these members throughout their first year of life will help ensure their optimum health, as well as offer much-needed support and education for their families. This additional service available to our members is just one example of PrimeWest’s commitment to our members to be the best health plan we can be.”

“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 PrimeWest Health System 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 PrimeWest Health System:

Headquartered in Alexandria, Minnesota, PrimeWest Health System is a Medical Assistance managed care plan currently serving over 20,000 Medical Assistance recipients in thirteen counties. *For more information, please visit www.primewest.org.*

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 neonatologists and primary care providers to provide care management services from birth throughout the first year of life. Case managers are available to families 24/7 and work closely with them educating and supporting them so they can be active participants in the health care decision making process. ProgenyHealth ...All about newborns, their families and a healthy start.sm *For more information on our programs and services, please visit www.progenyhealth.com.*