



NEWS RELEASE

FOR IMMEDIATE RELEASE

Date: September 16, 2009

Contact: Jon Milenthal – (614) 573-1375; jmilenthal@themilenthalgroup.com

OurHealthCareSource.com Offers Unique Spin on Health Care Reform Information

- *CareSource offers new blog site to encourage comment and debate around health care reform -*

DAYTON, OH, September 16, 2009 - CareSource, Ohio's longest serving Medicaid health plan and fourth largest in the U.S., announced the launch of its new blog Website www.ourhealthcaresource.com. As a *non-profit* public sector health plan operating at only 5% of its revenue, CareSource has developed a unique model that deserves attention during this time of health care reform debate.

The new site is intended to bring a fresh perspective to the health care reform conversation monopolizing the minds of Americans and lawmakers today. The site also is intended to encourage anyone interested in reform discussions to comment and debate on the issue.

"OurHealthCareSource.com gives people interested in health care reform a more transparent and profound look into the workings and philosophies of a Medicaid health plan preparing for a new era in health care. Our own employees have participated in the development of the blog posts, and we have encouraged them to be open and honest about how they see the health care landscape," said Pam Morris, CEO of CareSource.

OurHealthCareSource.com will focus on five key topics surrounding health care:

- Efficiency and Quality
- Provider (doctor)-patient-health plan relationships
- How the culture of a health plan can help impact the quality of care of its members
- How to handle 47-million uninsured consumers that will have access to health care coverage
- Points of view on health care reform policy

"As we meet with government leaders, providers and members, these same key themes continue to come up time and time again," said Janet Grant, Executive Vice President of Business Development and Regulatory Affairs. "We felt it was important for us to share our points of view on the main themes around health care reform given the successes we have seen as a public sector health plan. And we encourage readers to consider how strategies incorporated within the CareSource model can be applied on a national platform."

CareSource has recently taken an active role in the conversations around health care reform because of its commitment to providing coverage to underserved populations. The company believes that how it operates in Ohio and Michigan offers a legitimate model for the nation as lawmakers craft legislation to reform the U.S. health care system.

"Efficiency, nimbleness, compassion for members, focus on quality outcomes, non-profit - when you listen to the what government wants from a health insurance company, it's hard for us to not look in the mirror and say 'They're talking about a company like us!' commented Morris. "So we just want to invite others to look closely at how we deliver health care for hundreds of thousands of underserved Ohioans and Michiganders, because we think we're doing some pretty innovative things for our members and benefitting the states in which we operate."



At launch, CareSource's new blog site - OurHealthCareSource.com - will feature five articles:

- **"Pay for What You Want"** - how to incentivize providers and patients to collaborate together to achieve the best possible health outcomes
- **"Physicians...Know Thy Patients"** - an interesting look at new tools offered to providers to help them be more educated about their at-risk patients
-
- **"People on public sector health plans don't care about prevention"** - a counter-intuitive look at how empowering insurance members actual achieves lower cost and healthier members
- **"Put Your Money Where Your Mouth Is"** - a direct discussion about how a non-profit like CareSource has a responsibility to give back to the communities in which its members live

About CareSource

CareSource is a nonprofit health plan founded on the principles of quality and service, delivered with compassion and a thorough understanding of the Medicaid consumer. By staying true to its mission of making a difference in the lives of underserved people by improving their health care, CareSource has become one of the largest and fastest growing Medicaid managed care plans in the nation. Today, CareSource serves more than 765,000 Medicaid consumers in Michigan and Ohio at an operational cost of only 5% of revenue.

With a strong focus on preventative care, CareSource utilizes a continuum of care model that provides case management services to members at all stages of health and illness. In addition to all required services, CareSource offers extra benefits such as a 24-hour nurse advice line, transportation to doctor's appointments, and a variety of care management programs.

For additional information about CareSource, visit www.caresource.com or www.ourhealthcaresource.com.

###