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UPMC Health Plan and UPMC McKeesport Launch 'UPMC MyHealth We've Got Your Back'

Pittsburgh Steeler Mike Logan Kicks Off MyHealth Initiative to Reduce Back Pain

PITTSBURGH (January 24, 2007) — UPMC Health Plan is launching “UPMC MyHealth We've Got Your Back,” a new program designed to reduce low back injuries and improve the health of the UPMC McKeesport staff.

The Health Plan is partnering with UPMC's Centers for Rehab Services (CRS), the Winter Institute for Simulation and Education Research (WISER), and EAP Solutions to deliver an aggressive educational awareness campaign with best practices in technical lift and body mechanics training, physical assessment, and evaluation.

The initiative gets under way today with an Interactive Health Fair from 7 a.m. to 4 p.m. at the Kelly Conference Center of UPMC McKeesport. Activities include:

- An appearance by Pittsburgh Steeler “McKeesport Mike” Logan at 2 p.m.
- A lively demonstration by team leaders from Leslie Sansone's In-Home Walking program at 11 a.m.
- Core muscle strengthening demonstrations
- Exercise instruction led by experienced exercise physiologists
- BodyMap[®] assessments
- One-on-one consultations with health coaches

UPMC McKeesport employs more than 300 nurses and patient support staff, and a good part of their day is spent bending and lifting. By using proper techniques the staff can learn how to reduce the minor aches and pains that go with the job and avoid major injuries to their backs.

If successful, UPMC MyHealth “We’ve Got Your Back” is a workplace initiative that could be exported to other companies that have similar work demands.

About UPMC Health Plan

UPMC Health Plan, the second-largest health insurer in Western Pennsylvania, is owned by the University of Pittsburgh Medical Center (UPMC), one of the nation's top-ranked health systems. The 2006 U.S. News & World Report/NCQA listing of “America’s Best Health Plans” ranked UPMC Health Plan # 7 in the nation, making it the highest ranked plan in Pennsylvania. It has also led the nation in breast cancer screening for three consecutive years. The integrated partner companies of the UPMC Insurance Services Division – which includes UPMC Health Plan, Work Partners, EAP Solutions, UPMC for You (Medical Assistance), and Community Care Behavioral Health – offer a full range of group health insurance, Medicare, CHIP, Medical Assistance, behavioral health, employee assistance, and workers' compensation products and services to nearly 1 million members. Our local provider network includes UPMC as well as community providers, totaling more than 80 hospitals and more than 7,000 physicians in a 28-county region.

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