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UPMC and UPMC Health Plan Sign New Health Challenge

UPMC Executives Join HHS and Pittsburgh Business Leaders in Value-Driven Health Care Initiative

PITTSBURGH (March 13, 2007) — UPMC and UPMC Health Plan pledged to provide better information about health care quality and cost to Americans during a ceremony yesterday at PPG Place led by Gordon Woodrow, mid-Atlantic regional director of Health and Human Services.

Woodrow met with more than 80 business, community, and health leaders to discuss Value-Driven Health Care, a national initiative designed to help bring down the rising costs of health care by helping consumers become wiser in their medical choices. University of Pittsburgh Medical Center (UPMC) representatives included:

Loren H. Roth, MD, Senior Vice President, Quality Care, and Chief Medical Officer of UPMC

Tamra Merryman, Vice President, Center for Quality Improvement and Innovation
Diane Holder, President, UPMC Health Plan.

The initiative is being led by Secretary of Health and Human Resources Mike Leavitt. Although Leavitt was scheduled to appear at the Pittsburgh event, his plane was delayed in Washington and he was unable to attend. The four “cornerstones” of value-driven health care are:

- Health Information Technology – Participants commit to use health information technology standards that make it possible to share medical records securely.
- Reporting on Quality – Participants commit to public reporting on the performance of doctors, hospitals, and other providers.
- Reporting on Prices – Participants commit to public reporting about the prices and costs of medical services.
- Incentives for Quality and Value – Participants commit to supporting incentives for quality and value in health care services.

“UPMC Health Plan is committed to transparency,” said Diane Holder, President of UPMC Health Plan. “We support initiatives designed to give consumers the tools they need to better compare cost and quality when making health care decisions.”

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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