



**Contact:**

Gina Pferdehirt  
Director, Public Relations & Community Relations  
UPMC Health Plan  
412-454-4953  
[pferdehirtgm@upmc.edu](mailto:pferdehirtgm@upmc.edu)

**UPMC for Kids Passes Membership Milestone**

**UPMC Health Plan's CHIP Program Exceeds 5,000 Members in Less Than Two Years**

PITTSBURGH (June 25, 2008) – The Pennsylvania's Children's Health Insurance Program (CHIP), brought to you by UPMC for Kids™, has passed the 5,000-member milestone in less than two years.

UPMC for Kids, which is available in 27 counties in Western Pennsylvania, is one of the fastest-growing CHIP programs in Pennsylvania.

“The rapid growth of our UPMC for Kids program shows that families trust UPMC Health Plan to deliver the coverage their children need,” said John Lovelace, who oversees UPMC for Kids in his role as Vice President of Children's Health Insurance for UPMC Health Plan. “UPMC for Kids cares about the members it serves and our growth demonstrates that people know it.”

CHIP is available to all uninsured children and teens (up to age 19) through Gov. Edward G. Rendell's “Cover All Kids” initiative. Regardless of family income, every uninsured child and teen who is not eligible for Medical Assistance can receive coverage through CHIP.

UPMC for Kids, which started in August 2006, provides a wide range of benefits, including preventive care and doctor visits, behavioral health care, emergency and hospital care, prescription drug coverage, and dental and vision care. Also, UPMC for Kids provides coverage for medically necessary orthodontia.

In addition, all UPMC for Kids CHIP members have access to UPMC Health Plan's large network of world-class doctors and hospitals.

“UPMC for Kids takes a different approach,” said Beth Piper of Altoona, whose son, Jacob, has UPMC for Kids coverage. “The staff is well-informed and knows what they are talking about. They make me feel welcome every time I call.”

UPMC *for Kids* is available in 27 counties including Allegheny, Armstrong, Beaver, Bedford, Blair, Butler, Cambria, Cameron, Clarion, Clearfield, Crawford, Elk, Erie, Fayette, Forest, Greene, Indiana, Jefferson, Lawrence, McKean, Mercer, Potter, Somerset, Venango, Warren, Washington, and Westmoreland counties.

##

**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 integrated partner companies of the UPMC Insurance Services Division – which includes UPMC Health Plan, UPMC 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 1.2 million members. Our local provider network includes UPMC as well as community providers, totaling more than 80 hospitals and more than 7,600 physicians in a 29-county region. For more information, visit [www.upmchealthplan.com](http://www.upmchealthplan.com).