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**UPMC Insurance Services Division Executive Honored by Computerworld
Jay Srimi Named a Premier 100 IT Leader for 2009**

PITTSBURGH (December 19, 2008) – Jay Srimi, Chief Innovation Officer for the UPMC Insurance Services Division, was named one of Computerworld magazine's Premier 100 Information Technology (IT) Leaders for 2009.

Computerworld's Premier 100 IT Leaders for 2009 honors the 100 IT executives in the country who have led their organizations by mentoring and motivating employees, envisioning innovative solutions to business challenges, and effectively managing and executing IT strategies.

Ms. Srimi joined the UPMC Insurance Services Division in February 2008. Prior to that, she was Vice President of Emerging Technologies for UPMC Corporate Services for four years. The award recognizes the work she did in both positions, which concentrated on how best to connect IT with academia, with innovative start-up companies, and with state and national entities, to bring about advances in health care.

"Any award that you receive of this kind is not the result of the work of any one person, but rather the creative energy of an entire team," said Ms. Srimi. "I have been helped greatly by contributions from a very diverse team of individuals."

Included among the projects she has worked on for UPMC is a collaborative effort with Carnegie Mellon University's Intel Research Pittsburgh, to find ways to use IT to best combine engineering and computational skills with medical skills.

This year's Premier 100 IT Leaders were selected from over 1,000 nominees. They were measured against Computerworld's IT Leadership Index — a set of characteristics that describes executives who guide the effective use of IT in their organizations — and evaluated by the editors of Computerworld and by a panel of outside judges.

"We are proud of the recognition that Jay has received from Computerworld," said Diane P. Holder, President and CEO of UPMC Health Plan and the UPMC Insurance Services Division. "Her innovative approach to IT helps UPMC Insurance Services Division remain on the cutting edge of new technology, while also better serving the needs of our members."

"The professionals honored as Computerworld's Premier 100 IT Leaders for 2009 are clearly change agents," said Scott Finnie, editor-in-chief of Computerworld, a weekly publication. "They are what we call, 'breakaway IT leaders.' They deploy what works rather than what's politically safe."

Ms. Srini will be formally recognized at Computerworld's Premier 100 IT Leaders Conference, March 1–3, 2009, in Orlando, Fla. Ms. Srini is scheduled to make a presentation titled, "Driving Innovation and Revenue Generation in Health Care Through Information Technology," at the conference.

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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, *LifeSolutions* (formerly 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.

About Computerworld

Computerworld is the leading source of technology news and information for IT influencers worldwide. *Computerworld's* award-winning Web site (www.computerworld.com), weekly publication, focused conference series and custom research form the hub of the world's largest

(40+ edition) global IT media network. In the past five years alone, *Computerworld* has won more than 100 awards, including Folio Magazine's 2006 Gold EDDIE Award for the best technology/computing magazine, the 2004 and 2006 Magazine of the Year Award, and 2006 Best Overall Web Publication from the American Society of Business Publication Editors (ASBPE). In addition, in 2007 *Computerworld's* then editor in chief Don Tennant received the prestigious Timothy White Award from American Business Media. Computerworld leads the industry with an online audience of over 2 million unique, monthly visitors and a print audience of 1,222,000 readers each week (IntelliQuest CIMS Spring 2007).