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**UPMC Health Plan Recognized by J.D. Power and Associates
Member Services Department Earns Call Center Certification**

PITTSBURGH (December 7, 2009) – UPMC Health Plan’s member services has received the prestigious designation as a Certified J.D. Power and Associates Call Center for its excellence in operations and customer satisfaction. UPMC Health Plan is one of a select group to receive this designation.

“In a time of health care retooling UPMC Health Plan’s commitment to customer service remains unchanged,” said Diane P. Holder, President and CEO of UPMC Health Plan. “Our goal is to provide the highest level of service to our members and this recognition demonstrates we are keeping service to our members in the forefront.”

The rigorous certification process included a call center audit and a randomized phone survey of health plan membership to rate performance. The call center successfully passed a detailed audit of its recruiting, training, employee incentives, quality assurance capabilities, and management roles and responsibilities. A center must score in a top percentage of the customer satisfaction survey nationwide to receive this designation.

“In achieving certification, UPMC Health Plan has demonstrated a commitment to deliver high-quality service to customers contacting its center,” according to J.D. Power and Associates. “Call center customers are particularly pleased with the customer service representatives, especially for their courtesy and the knowledge.”

J.D. Power and Associates is a global marketing information company that conducts independent and unbiased surveys of customer satisfaction, product quality and buyer behavior. Today, the company’s services include industry-wide syndicated studies; proprietary (commissioned) tracking studies; media studies; forecasting; and training services, as well as business operations analyses, and consultancies on customer satisfaction trends.

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 (EAP), UPMC for You (Medical Assistance), and Community Care Behavioral Health – offer a full range of group health insurance, Medicare, Special Needs, CHIP, Medical Assistance, behavioral health, employee assistance, and workers' compensation products and services to nearly 1.4 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