

UPMC HEALTH PLAN

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**UPMC Health Plan Introduces UPMC *MyHealth Connect*
Provider Directory Is First Offering on New Mobile Application**

PITTSBURGH (December 27, 2010) – UPMC Health Plan is introducing UPMC *MyHealth Connect*, its first web-browser mobile application and the first in the region to provide access to all members and non-members regardless of the brand of smartphone they use. *MyHealth Connect* will provide most users with immediate access to UPMC Health Plan's network of doctors, hospitals, facilities and urgent care centers.

UPMC *MyHealth Connect* is the latest step in UPMC Health Plan's ongoing expanded presence on social marketing sites, including YouTube, Facebook and Twitter. In November 2010, UPMC Health Plan became the first health insurer in western Pennsylvania to offer its members access via social media.

"We are always looking for ways to increase access for our members and to enhance our level of service to them," said Diane P. Holder, President, UPMC Health Plan. "By making our directory of providers available as a mobile application, we are enabling people to more quickly find a specialist, a hospital, or an urgent care center."

Access to UPMC Health Plan's provider directory was selected as its first mobile application because that information is the most frequently accessed by visitors to UPMC Health Plan's website.

Future applications will include a virtual ID card and members' access to their personal health record. UPMC Health Plan anticipates that in the future more of its members will want to have access to healthcare information via so-called "smartphones" – i.e., mobile phones that offer advanced computing ability.

According to a survey done by MicoDialogue, a digital and social research firm, approximately three-fourths of smartphone users say they would be willing to download healthcare mobile applications and a majority would consider the ability to do so an important and helpful feature.

According to a study by the Pew Internet Project, almost 30 percent of cellphone owners ages 18-29 would use their phones to access healthcare information.

UPMC Health Plan members and non-members can access the provider directory by visiting <https://m.upmchp.com>.

About UPMC Health Plan

UPMC Health Plan, the second-largest health insurer in western Pennsylvania, is owned by 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 WorkPartners, *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 1.5 million members. Our local provider network includes UPMC as well as community providers, totaling more than 100 hospitals and more than 8,000 physicians in a 29-county region. For more information, visit www.upmchealthplan.com.

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