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UPMC *for Life* Website Recognized for Excellence
One of 22 Medicare Advantage Websites in the Nation to Earn the Distinction

PITTSBURGH (February 1, 2010) – UPMC *for Life*, the Medicare Advantage program for UPMC Health Plan, was the only Medicare plan in Western Pennsylvania, and one of only 22 Medicare plans nationally, to be recognized for the excellence of its website by HealthMetrix Research Inc.

UPMC Health Plan and the 21 other plans were awarded MedicareWebWatch certification at the 7th Annual Medicare Congress, held recently in Washington, D.C. MedicareWebWatch certification recognizes Medicare plan websites that offer excellence in content, connectivity, design and privacy assurance

The 22 websites were selected from 134 Medicare Advantage websites following a comprehensive review by HealthMetrix, an independent research firm.

“We are honored to earn this certification because it is awarded to Medicare Advantage plans that make it a point to communicate effectively with their members,” said Diane P. Holder, President and CEO of UPMC Health Plan. “This recognition is another example of our strong commitment to provide outstanding customer service.”

In 2009, UPMC Health Plan’s Member Services department was recognized for excellence in call center operations and customer satisfaction under the J.D. Power and Associates Call Center Certification Program.

Medicare WebWatch certification is based on methodology that weighs 50 website features related to plan-specific content, external content resources, member connectivity, design and navigation, and privacy assurance.

“Given the increasing necessity for Medicare Advantage plans to communicate detailed information and execute transactions via the Internet, plan web sites must provide a high-value, positive experience for plan members, caregivers and guests,” said Alan Mittermaier, president of HealthMetrix. “These 22 organizations chosen for certification have demonstrated a significant resource commitment towards maximizing the relevance and readiness of their Medicare Advantage websites.”

The UPMC *for Life* website – which is located at <http://www.upmchealthplan.com/medicare/index.html> – includes information about plan options, up-to-date member information, information for people approaching 65, and enrollment forms.

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, CHIP, Medical Assistance, behavioral health, employee assistance, and workers' compensation products and services to nearly 1.3 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.

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