

UPMC HEALTH PLAN

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**UPMC Health Plan Goes `Social`
Members Can Receive Tips & Information on YouTube, FaceBook and Twitter**

PITTSBURGH (November 10, 2010) – UPMC Health Plan is the first health insurer in the western Pennsylvania region to offer its members access through popular social media sites that include YouTube, FaceBook and Twitter.

UPMC Health Plan members will now be able to interact with their insurer via the social media system they prefer.

“This provides us with another way of connecting with our members,” said Diane P. Holder, President and CEO of UPMC Health Plan. “Our goal is to create online communities for our members to access information about health plan updates, share their thoughts and stories, and provide tips on health-related subjects. We are always looking to provide our members with as much information as possible.”

The social media outlets UPMC Health Plan will utilize include Facebook, YouTube, Twitter, mobile applications, RSS feeds, and LinkedIn.

“Using social media increases awareness of UPMC Health Plan and its offerings,” said Ms. Holder. “The use of social media engages members and encourages participation. By building on existing and emerging technology, we can enhance our level of customer service.”

Information about UPMC Health Plan benefits, plans, and networks, as well as tips on health-related subjects, will be available through the social media sites.

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 Plan, 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 100 hospitals and more than 11,500 physicians in a 47-county region. For more information, visit www.upmchealthplan.com.

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