UPMC Health Plan

Contact:
Gina Pferdehirt
Director, Public Relations & Community Relations
UPMC Health Plan
412-454-4953
pferdehirtgm@upmc.edu

UPMC Health Plan First in US to Offer WebMD Digital Health Assistants
Leading Health Management and Transparency Tools Now Available to Members

PITTSBURGH (March 26, 2012) – UPMC Health Plan is the first health plan in the nation to offer the WebMD Digital Health Assistants, virtual health coaching programs that help support and sustain health improvement, while fostering healthy lifestyle behaviors.

Through this collaboration with WebMD, UPMC Health Plan will enhance and expand its offering of innovative, interactive tools that members can use to both improve their wellness and to gain consumer information to guide healthcare decisions.

Members will have access to an enhanced level of transparency tools that provide consumer information such as quality measures and the average cost for a medical procedure at various facilities. The cost information is based on the Health Plan’s actual claims experience, and it will give members information not previously available to them that they can use to make more informed decisions about their care.

These new services dovetail with UPMC Health Plan’s custom-developed, innovative programs such as Personal Health Record, telephonic and work site health coaching, incentivized wellness programs and, upcoming mobile engagement tools.

“WebMD’s innovative services including, virtual health coaching further enhance our members’ experience and access to quality healthcare information,” said Diane P. Holder, President and CEO of UPMC Health Plan. “Integrating WebMD services directly into our insurance plan designs, UPMC Health Plan brings good health home and streamlines the delivery of health information to our members.”
Members will access WebMD Digital Health Assistants through a seamless secure member portal, and once there they can view their health history, find providers, research medical conditions, view treatment cost and quality information, and receive custom-tailored recommendations about how they can understand and improve their health.

##

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 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 (SNP), CHIP, Medical Assistance, behavioral health, employee assistance, and workers' compensation products and services to nearly 1.8 million members. UPMC Health Plan's local provider network includes UPMC as well as community providers, totaling more than 125 hospitals, and more than 11,500 physicians throughout Pennsylvania and parts of Ohio, West Virginia, and Maryland. For more information, visit www.upmchealthplan.com.