

Start Smart for Your Baby® Wins Top URAC Award - Oct 12, 2010

ST. LOUIS, Oct. 12 /PRNewswire/ -- Centene Corporation (NYSE: CNC) today announced one of its highly regarded health programs, Start Smart for Your Baby®, has won a Platinum Award for Consumer Empowerment at the URAC Quality Summit.

Start Smart for Your Baby is a multi-faceted pregnancy and newborn program that focuses on early risk screening, case management and member empowerment in order to have a positive impact on pregnancy outcomes and neonatal-intensive care utilization rates.

"We are proud and honored to receive this prestigious award," said Dr. Mary Mason, Centene Chief Medical Officer and founder of the program. "Centene prides itself on improving the health and well-being of our members, and this recognition is testament to the innovative and dedicated manner with which we strive to meet their needs."

### **About Centene Corporation**

Centene Corporation, a Fortune 500 Company, is a leading *multi-line* healthcare enterprise that provides programs and related services to the rising number of under-insured and uninsured individuals. Many receive benefits provided under Medicaid, including the State Children's Health Insurance Program (CHIP), as well as Aged, Blind or Disabled (ABD), Foster Care and long-term care, in addition to other state-sponsored programs, and Medicare (Special Needs Plans). Centene's CeltiCare subsidiary offers states unique, "exchange-based" and other cost-effective coverage solutions for low-income populations. The Company operates local health plans and offers a range of health insurance solutions. It also contracts with other healthcare and commercial organizations to provide specialty services including behavioral health, life and health management, managed vision, telehealth services, and pharmacy benefits management. More information regarding Centene is available at [www.centene.com](http://www.centene.com).

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