

Centene Honored With International Community Health Promotion Award - Dec 8, 2010

ST. LOUIS, Dec. 8, 2010 /PRNewswire/ -- Centene Corporation (NYSE: CNC) was selected for its Start Smart for Your Baby® (Start Smart) program as one of three winners for the International Community Health Promotion Awards (IHPA). The IHPA Awards, established by URAC and the Global Knowledge Exchange Network (GKEN), recognize organizations around the world that have implemented innovative health promotion programs that have made real and reproducible effects that dramatically improve health. The winners were announced during a symposium, December 6-7, 2010, in Rome, Italy.

The goal of IHPA is to promote "cross-fertilization" of health promotion ideas within the health care industry. The winners were chosen by a distinguished panel representing the best of domestic and international health care policy and practice.

Start Smart is a comprehensive, perinatal program designed to produce healthier pregnancies and first years of life for members in Centene's managed care Medicaid plans. It targets pregnant members and their physicians, with the goals of improving prenatal care, reducing premature and low birth weight deliveries and decreasing health care expenditures for sick infants through intensive interventions that have a high impact in a short period of time.

"We are proud and honored to receive this prestigious award," said Mary Mason, M.D., Centene Chief Medical Officer and founder of the program. "This international acknowledgment of the Start Smart program is a testament to the innovation and dedication Centene prides itself on in improving the health and well-being of our members."

This most recent recognition comes on the heels of Start Smart receiving a Silver Medal at the National Health Information Award 2010 for its prenatal education book, "Your Pregnancy Guide," as well as a Platinum Award for Consumer Empowerment at the URAC Quality Summit.

"The International Community Health Promotion Award recognizes innovation in meeting the vital needs of access and treatment for the underserved," said Alan P. Spielman, President and CEO of URAC. "These awards honor organizations whose ideas have made significant contributions to improving individuals' lives and well being in local communities. We are honored to help bring these programs to wider attention."

For more information about the International Health Promotion Awards, go to <http://www.aihpa.org/>.

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.

SOURCE Centene Corporation

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