

Centene Corporation Joins With American Academy of Pediatrics to Develop Guide to Baby's Health - Apr 27, 2011

ST. LOUIS, April 27, 2011 /PRNewswire/ -- Centene Corporation (NYSE: CNC) announced today that its Start Smart for Your Baby® program has collaborated with the American Academy of Pediatrics (AAP) to produce "A Guide to Your Baby's Care -- The First Year."

"A Guide to Your Baby's Care -- The First Year" is a 40-page booklet created for low-income mothers and families, which provides information and tips to help parents make informed decisions about their babies' health in the first year of life. The guide, given to Centene healthcare members, covers a wide range of topics including well-child visits, immunizations, breastfeeding and child safety.

Centene's internationally recognized Start Smart program focuses on early identification of pregnant women, risk screening, case management and member empowerment to positively impact pregnancy outcomes and neonatal-intensive care unit rates.

"Centene and the AAP share a vision of providing optimal health outcomes for children across the nation," said Mary Mason, M.D., Centene's Chief Medical Officer and founder of Start Smart. "We are fortunate to have collaborated with a leader in pediatric care to create a resource that will improve the health of new mothers and their babies."

"The booklet is an excellent source of information and guidance for young parents," said O. Marion Burton, MD, FAAP, president of the AAP. "The AAP is hopeful that this program will help babies get the strong start in life that they deserve."

Centene and the AAP continue to explore opportunities in children's health. By disseminating materials and working with physicians, the two organizations hope to address the needs of children, including more targeted groups such as children in foster care, and to promote messages to families about children's health, safety and well-being.

About the American Academy of Pediatrics

The American Academy of Pediatrics is an organization of 60,000 primary care pediatricians, pediatric medical subspecialists and pediatric surgical specialists dedicated to the health, safety and well-being of infants, children, adolescents and young adults. For more information, please visit www.aap.org or www.healthychildren.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 CeliCare 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.

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