

Centene Awarded Silver for Best Practices in Health Care Consumer Empowerment and Protection from URAC - Oct 13, 2011

-- Company also recognized for health education publications at 2011 National Health Information Awards --

ST. LOUIS, Oct. 13, 2011 /PRNewswire/ -- Centene Corporation (NYSE: CNC) was awarded silver honors for health care consumer empowerment and protection by URAC, a leading healthcare accreditation organization, at the 2011 URAC Quality Summit and Awards Program held October 5-7 in Chicago. In addition to the silver medal for its respiratory syncytial virus (RSV) prevention program, the Company also received an honorable mention for its Nurse Response program, a 24-hour medical triage telehealth service. A program coordinator for Nurse Response was also honored with a URAC Health Care Stars! Award at the same event.

RSV is a serious childhood respiratory ailment and a leading cause of hospitalization of babies in the first year of life. Centene has developed a comprehensive care program to minimize RSV infections and protect high-risk infants. The Company's Nurse Response disease management program promotes medication adherence among members with serious and persistent mental illnesses through telephonic counseling and by serving as an extension of the local healthcare provider's practice.

"We are honored to receive recognition for our health education and preventive care initiatives," said Mary Mason, M.D., senior vice president and Chief Medical Officer for Centene. "Our RSV prevention program educates members on this serious illness which if not addressed can lead to severe pneumonia or bronchiolitis with respiratory failure, adult asthma and even death. Likewise, Nurse Response, with its continuous accessibility, helps patients receive the appropriate care, at the appropriate place, at the appropriate time."

A member of the Nurse Response team, Janel Striped-Wolf was honored with a URAC Health Care Stars! Award for "demonstrating a commitment to the welfare of health care consumers through saving and improving lives, preventing adverse health outcomes, and other positive changes." Ms. Striped-Wolf has spent her career serving the seriously mentally ill and persons with disabilities. She has been an advocate for youth in the public school systems, tribal communities, and in the behavioral health system throughout the West.

This favorable attention comes on the heels of the Company winning gold recognition for its weight management publication and bronze recognition for two additional health education publications at the 2011 National Health Information Awards.

Centene was honored for publishing its weight management book, "My Route to Health," which focuses on helping members change unhealthy habits that could potentially lead to dangerous health conditions. In addition, the company received recognition for its "Guide to Your Baby's Care – The First Year" and "Super Centeam 5 Cookbook" books, which are all part of a larger health education program to help members take control of their health and manage chronic health conditions.

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 Children's Health Insurance Program (CHIP), as well as Aged, Blind or Disabled (ABD), Foster Care, long-term care, 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.

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