

Start Smart For Your Baby Texting Program Wins Children's Health Award By Medicaid Health Plans of America - Nov 3, 2014

ST. LOUIS, Nov. 3, 2014 /PRNewswire/ -- Centene Corporation (NYSE: CNC) announced today that its Start Smart For Your Baby[®] Texting Program was awarded the Children's Health Award by the Medicaid Health Plans of America (MHPA). The Best Practices Awards honor Medicaid health plans for their exemplary programs which have improved the health of Medicaid enrollees by ensuring high-quality care.

The Start Smart For Your Baby Texting Program is a component of Centene's comprehensive Start Smart For Your Baby Care Management program. The Texting Program began in January 2012 and aims to improve maternal and infant health by providing timely health information, resources and reminders to members during their pregnancy and continuing six months after birth. Specifically, the program's goals are to encourage breastfeeding and increase prenatal, postpartum and infant well-child visits for our Medicaid members.

"We are honored to be recognized by MHPA for the Start Smart For Your Baby Texting Program," said DrAmy Poole-Yaeger, Vice President, Medical Affairs for Centene. "Our team strives to continue delivering innovative programs for our members to make healthy decisions for themselves and their family."

Over the life of the program, more than 476,700 text messages have been sent out to over 37,000 different members across 16 health plans, and over 24,700 Texting Program participants have given birth to babies. Nearly 22,000 members are enrolled in the program.

Compared to those not in the program, members who received the Start Smart For Your Baby text messages had improved timeliness of prenatal care, higher rates of ongoing prenatal care, and higher rates of breastfeeding. Prenatal care and breastfeeding are important precursors to healthy pregnancies and healthy babies. Centene continues utilizing innovative approaches, including the Start Smart For Your Baby Texting Program, to engage members and convey important and relevant information to impact health behaviors and improve quality of care.

About Centene Corporation

Centene Corporation, a Fortune 500 company, is a leading *multi-line* healthcare enterprise that provides programs and services to government sponsored healthcare programs, focusing on 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 (LTC), in addition to other state-sponsored/hybrid programs, and Medicare (Special Needs Plans). 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, care management software, correctional systems healthcare, in-home health services, life and health management, managed vision, pharmacy benefits management, specialty pharmacy and telehealth services.

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