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# Centene's Start Smart for Your Baby® Audio Book Wins Gold Recognition at 2010 Web Health Awards

## Start Smart for Your Baby Podcasts Win Merit Award

ST. LOUIS, Jan. 21, 2011 /PRNewswire/ -- Centene Corporation (NYSE: CNC) today announced that its Start Smart for Your Baby (Start Smart) audio book was selected as a gold recipient at the 2010 Web Health Awards(SM). Web Health Awards, an extension of the National Health Information Awards (NHIA), recognizes companies for high-quality electronic health information. Start Smart was also recognized with a merit award for its Start Smart for Your Baby podcasts.

Centene's award-winning Start Smart series is a comprehensive pregnancy and postpartum management program that continues through the child's first year of life. Start Smart incorporates the concepts of case management, care coordination, and disease management in an effort to achieve healthier babies for Centene's pregnant and new mothers.

"Centene is honored to have placed twice in the 2010 Web Health Awards," said Mary Mason, M.D., senior vice president and Chief Medical Officer for Centene. "Our Start Smart program uses innovative methods to reach our pregnant Medicaid members. We're very proud that our web-based communications have been recognized for ensuring that our members receive the critical information necessary to stay healthy for the duration of their pregnancy and into postpartum care."

Start Smart was also recently recognized internationally at the International Community Health Promotion Awards (IHPA). In addition, the program received a Silver Medal at the National Health Information Award 2010 for its prenatal education book, as well as a Platinum Award for Consumer Empowerment at the URAC Quality Summit.

## 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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