

July 29, 2015



# National Urban League Conference Coverage Opportunities: Career Fair, Youth Workshop, Vision Van, and Other Events

**St. Louis, MO** - During the 2015 National Urban League (NUL) Conference at the Broward County Convention Center in Fort Lauderdale, Florida, Conference Title Sponsor Centene Corporation and its subsidiaries plan a series of events showcasing the company's commitment to improving the overall health of the community, one person at a time.

These events represent great coverage opportunities for interviews, visuals and footage at the 2015 NUL Conference. These events include **a youth workshop sponsored by Cenpatico** and featuring **NFL Hall of Famer Darrell Green** which focuses on efforts to combat bullying in schools, **free eye exams** from OptiCare, **free dental screenings** by Dental Health & Wellness, and a **job fair in the Career Zone**. A schedule of events follows below. For interviews and other details please contact Rebecca Sanft, Centene Corporation (314) 399-4646 or by email, [rsanft@centene.com](mailto:rsanft@centene.com).

Today, Centene's behavioral health subsidiary, Cenpatico, will host its annual Youth Leadership Summit at Nova Southeastern University. This leadership summit will provide over 600 youth with a unique educational and developmental experience, focusing on important skills for success in college, work and life.

The full list of Centene and subsidiary-hosted events at the Conference and Expo includes:

- **A "Path to Health and Wellness"**: Presentations, educational materials, appearances by NFL Hall of Famer Darrell Green, and raffle prizes all at the Centene booth.
- **Sunshine Health** will be in the Health Zone offering **Zumba classes, massage stations, healthy cooking demonstrations** with Goya Foods and raffle prizes. Goya Foods will present cultural cooking demos, MyPlate recipes, and nutrition health workshops on how cultural foods help with eye health, weight loss, diabetes, blood pressure and more. Goya will also offer free samples of GOYA® foods, a free GOYA® gift bag of products to make a GOYA® MyPlate recipe, GOYA® MyPlate recipe books and more.
- In addition to the Health Zone, Sunshine Health will be in the Career Zone to engage with potential employee candidates, **conduct professional development workshops, and discuss career opportunities** at the Florida health plan.
- **Dental Health and Wellness**, in partnership with Colgate-Palmolive Company and Nova Southeastern University, will offer **dental services for children**. Colgate's Bright Smiles, Bright Futures dental van program will provide free education, screenings and treatment referrals to children up to 12 years old. Nova Southeastern University's Give Kids a Smile mobile unit will be on-site with professionals to provide fluoride treatments

and sealants for attendees 12 and under. Attendees can also "Ask the Dentist" on their questions related to oral health.

- **OptiCare will conduct vision screenings for adults and children.** They will also provide exams for youth 18 and under who do not pass the initial screening. OptiCare will offer **free prescription eyewear for children in need of glasses and give away free reading glasses for adults.** Last year, OptiCare distributed over 1,000 reading and 60 prescription glasses at conferences.

### **WEDNESDAY, JULY 29**

*Cenpatico – Youth Summit*

Nova Southeastern University

**Event Begins:** 9 a.m. – 12 p.m. EDT

B-roll and interview opportunities: Yes

### **THURSDAY, JULY 30**

*Centene Booth #200 – Path to Health & Wellness/Darrell Green Appearances*

Broward County Convention Center

**Event Begins:** 11 a.m. – 5 p.m. EDT

B-roll and interview opportunities: Yes

*Sunshine Health, Booth #325 – Goya Foods Nutrition and Cooking Demonstrations, Zumba*

Broward County Convention Center

**Event Begins:** 11 a.m. – 5 p.m. EDT

B-roll and interview opportunities: Yes

*Sunshine Health, Booth #201 – Career Zone, employment opportunities, professional development*

Broward County Convention Center

**Event Begins:** 11 a.m. – 5 p.m. EDT

B-roll and interview opportunities: Yes

*OptiCare, Booth #335 – Vision Screenings*

Broward County Convention Center

**Event Begins:** 11 a.m. – 5 p.m. EDT

B-roll and interview opportunities: Yes

*Dental Health & Wellness, Booth #335 – Dental Exams*

Broward County Convention Center

**Event Begins:** 11 a.m. – 5 p.m. EDT

B-roll and interview opportunities: Yes

### **FRIDAY, JULY 31**

*Centene Booth #200– Path to Health & Wellness/Darrell Green Targeted Appearances*

Broward County Convention Center

**Event Begins:** 10 a.m. – 5 p.m. EDT

B-roll and interview opportunities: Yes

*Sunshine Health, Booth #325 – Goya Foods Nutrition and Cooking Demonstrations, Zumba*

Broward County Convention Center

**Event Begins:** 10 a.m. – 5 p.m. EDT

B-roll and interview opportunities: Yes

*Sunshine Health, Booth #201 – Career Zone, employment opportunities, professional development*

Broward County Convention Center

**Event Begins:** 10 a.m. – 5 p.m. EDT

B-roll and interview opportunities: Yes

*OptiCare, Booth #335 – Vision Screenings*

Broward County Convention Center

**Event Begins:** 10 a.m. – 5 p.m. EDT

B-roll and interview opportunities: Yes

*Dental Health & Wellness, Booth #335 – Dental Exams*

Broward County Convention Center

**Event Begins:** 10 a.m. – 5 p.m. EDT

B-roll and interview opportunities: Yes

*National Urban League Empowerment Stage – #URWhatUThink*

*Panel Discussion with Darrell Green, Van Jones, Dr. Noel Manyindo and Sixto Cancel*

Broward County Convention Center

**Event Begins:** 10 a.m. – 5 p.m. EDT

B-roll and interview opportunities: Yes

## **SATURDAY, AUGUST 1**

*Centene Booth #200– Path to Health & Wellness/Darrell Green Targeted Appearances*

Broward County Convention Center

**Event Begins:** 10:30 a.m. – 5 p.m. EDT

B-roll and interview opportunities: Yes

*Sunshine Health, Booth #325 – Goya Foods Nutrition and Cooking Demonstrations, Zumba*

Broward County Convention Center

**Event Begins:** 10:30 a.m. – 5 p.m. EDT

B-roll and interview opportunities: Yes

*Sunshine Health, Booth #201 – Career Zone, employment opportunities, professional development*

Broward County Convention Center

**Event Begins:** 10:30 a.m. – 5 p.m. EDT

B-roll and interview opportunities: Yes

*OptiCare, Booth #335 – Vision Screenings*

Broward County Convention Center

**Event Begins:** 10:30 a.m. – 5 p.m. EDT

B-roll and interview opportunities: Yes

*Dental Health & Wellness, Booth #335 – Dental Exams*

Broward County Convention Center

**Event Begins:** 10:30 a.m. – 5 p.m. EDT

B-roll and interview opportunities: Yes

## **About Centene Corporation**

Centene Corporation, a Fortune 500 company, is a diversified, multi-national healthcare enterprise that provides a portfolio of 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 management, care management software, correctional healthcare services, dental benefits management, in-home health services, life and health management, managed vision, pharmacy benefits management, specialty pharmacy and telehealth services.

### **About Sunshine Health**

Sunshine Health is a Medicaid managed care health plan, serving Florida members since 2009. As one of the largest medical benefit administrators, offering coordinated care and a network of support, we are committed to improving the health of the community, one person at a time. Sunshine Health is a wholly owned subsidiary of Centene Corporation, a diversified, multi-national healthcare enterprise that provides a portfolio of services to government-sponsored healthcare programs, focusing on under-insured and uninsured individuals. For more information about Sunshine Health, please visit us at [www.sunshinehealth.com](http://www.sunshinehealth.com).

### **About Cenpatico**

Cenpatico's expertise lies in managing benefits for vulnerable populations. Our healthcare specialties include behavioral health, foster care, school-based services, specialty therapy and rehabilitation and more. We have managed Medicaid and other public sector benefits since 1994; currently, we serve nearly 3 million members nationally. Our headquarters are in Austin, Texas and we have local teams across the country in the markets we serve. Cenpatico is a wholly-owned subsidiary of Centene Corporation. We are committed to innovative solutions and designing programs tailored to improving functional outcomes with our members. Connect with Cenpatico at [www.cenpatico.com](http://www.cenpatico.com)

### **About Dental Health & Wellness**

Established to deliver quality dental healthcare, [Dental Health & Wellness](#) is a dental benefits manager committed to improving the oral health of the community one smile at a time which leads to improved overall health of individuals. We draw on local and national experience through our parent company, Centene, and its locally operated health plans.

Dental Health & Wellness' innovative member education and outreach programs, personal attention and provider support create a comprehensive dental care system that reduces administrative burden for providers and offers high quality dental services for our members.

### **About OptiCare**

[OptiCare](#) has over 30 years of experience providing comprehensive and affordable eye care services. We serve over 5 million members across the country with our panel of over 20,000 eye care providers. From our innovative HEDIS services that help clients effectively manage clinical risk and gain control of high-cost diseases, to our quality eyewear delivery, OptiCare puts the "care" back in your eye care program. Founded by eye care professionals, OptiCare has become a nationally respected provider of fully integrated, risk based eye care programs and premier eye care plan administrator.

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