



Centene Corporation's Proactive Flu Prevention Program Also Targets Groups at Risk for H1N1

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ST. LOUIS--(BUSINESS WIRE)--Oct. 29, 2009-- Centene Corporation (NYSE: CNC) takes a proactive approach with education around how to prevent the influenza virus each year through its Fluvention™ program. In the past, the Company's flu prevention campaign encouraged its members to get the seasonal influenza vaccines and take everyday precautions to prevent illness. This year, Centene is targeting education at higher-risk groups for the H1N1 influenza virus, including pregnant women, children from six months old up to 24-year-old adults, as well as adults with chronic health conditions.

Centene's health plans are directly reaching out to members who are considered higher-risk groups by the Centers for Disease Control and Prevention (CDC) for seasonal and H1N1 influenza. The Company is using an integrated communications approach to reach membership, including direct mail, phone calls, providing information via health plan websites and posting information in provider offices. The health plans are also conducting general community awareness through public service announcements on television and radio. In addition, the health plans are outreaching to physicians with information and resources related to this year's flu season. As standard practice, information provided to members and physicians is in line with CDC recommendations.

"We are committed to ensuring everyone has the information they need this flu season and knows what vaccinations are recommended for them and their family to help avoid illness," said Mary Mason, M.D., Senior Vice President and Chief Medical Officer.

Women who are pregnant are in higher-risk groups for both seasonal and H1N1 influenza, according to the CDC. In addition to educating members in this group, the Company is offering a \$10 Wal-Mart gift card as an incentive for them to receive both vaccines.

"The best way to protect oneself from the flu is by getting vaccinated and with the introduction of the H1N1 influenza, some people may need to get multiple vaccinations this year," said Dr. Mason. "Our flu prevention campaign is aimed at providing information on staying well and encouraging members to get recommended vaccines, with an emphasis on who should get the H1N1 vaccine since it is new to most individuals."

The Company is also taking steps to help prevent the influenza virus and spread of the virus with its employees through a similar Fluvention program. Centene provides employees with flu education, awareness and annual flu shot vaccination schedules through a dedicated Intranet site created specifically for this purpose. Hand sanitizers have also been installed in all of the Company's office locations.

About Centene Corporation

Centene Corporation is a leading multi-line healthcare enterprise that provides programs and related services to individuals receiving benefits under Medicaid, including the Children's Health Insurance Program (CHIP), as well as Aged, Blind, or Disabled (ABD), Foster Care, Long-Term Care and Medicare (Special Needs Plans). The Company operates local health plans and offers a wide range of health insurance solutions to individuals and the rising number of uninsured Americans. It also contracts with other healthcare and commercial organizations to provide specialty services including behavioral health, life and health management, managed vision, telehealth services, pharmacy benefits management and medication adherence. Information regarding Centene is available via the Internet at www.centene.com.

Source: Centene Corporation

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