

**FOR IMMEDIATE RELEASE:  
June 13, 2005**

**Contact:** Rich Swenson  
Director, Communications  
(810) 230-2196

## **HealthPlus Continues Winning Tradition**

**Flint, MI** — For the fifth consecutive year, HealthPlus of Michigan, based in Flint, is a recipient of a Pinnacle Award for Best Practices from the Michigan Association of Health Plans (MAHP). HealthPlus' program to promote and increase appropriate medication use for patients with chronic conditions won the Pinnacle Award in the "Health Care Programs" category, for which 16 entries were submitted.

HealthPlus developed a system to review medical and pharmacy records to identify patients who were not receiving recommended medications for certain conditions. The patients' doctors are then encouraged to review the patients' treatment to determine whether a particular medication is appropriate. As a result, medication use increased for patients with heart failure, hypertension and/or a history of heart attacks.

"We are pleased that the Pinnacle Award judges selected our medication program from a collection of such outstanding entries," said Laraine Yapo, vice president of Health Care Services at HealthPlus. "The efforts of our employees and of our physician and partners to ensure the success of these programs are to be commended."

The MAHP Pinnacle Award program was established in 2001 to recognize best practices among Michigan's health plans. Awards are given in three categories – Business and Operational Performance, Health Care Programs and Community Collaboration. Separate awards for each category are given to employer-based health plans and to Medicaid health plans. The Pinnacle Awards were expanded in 2004 to allow health care providers to participate with the addition of the "Innovations in Diabetes Care" category in 2004 and the "Innovations in Stroke/ Cardiovascular Care" in 2005.

###