



Media Advisory For August 4th, 2010.

Ohio's Medicaid Health Plans To Unveil Awareness Campaign To Promote Positive Health Outcomes For Ohio's Medicaid Population

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Ohio's Medicaid Care Coordination plans are launching a new campaign to educate Ohioans most in need about good health habits. Through this work, we hope to improve or create relationships between patients and primary care providers, in turn reducing avoidable visits to the emergency room at Ohio hospitals. This program also promotes opportunities to collaborate with local resources to create an efficient and effective health care home for millions of Ohioans currently on Medicaid.

WHAT: Launch for "Get Your Well On" health wellness campaign.

WHO: Kelly McGivern, President and CEO, Ohio Association of Health Plans.
Kevin Smith, M.D., Chief Medical Officer, Molina Healthcare of Ohio

WHERE: Reserve your Webinar seat now at: <https://www1.gotomeeting.com/register/722727729>
You'll receive an e-mail confirmation upon registration. PC-based requirements are Windows® 7, Vista, XP, 2003 Server or 2000. Macintosh®-based attendees will need Mac OS® X 10.4.11 (Tiger®) or newer. Attendees can also call in at (312) 878-0211. The access code is 254-627-385

WHEN: Wednesday, August 4 at 11:00

WHY: Because we can all agree on the importance of health and wellness for all Ohioans.

The "Health Care Home" approach is a collaboration of Ohio's seven Medicaid Care Coordination Plans: Amerigroup Community Care, Buckeye Community Health Plan, CareSource, Molina Healthcare of Ohio, Paramount Advantage, Unison Health Plan, and Wellcare of Ohio, Inc.