

MHPA'S INDUSTRY NEWSBRIEF

REACH

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A  HMS is the nation's leader in cost containment solutions for government-funded, commercial, and private entities.

B  *At Roche, we focus on developing medicines and diagnostics that will help patients live longer, better lives.*

C  **MHPA's Industry NewsBrief**
The Latest News in the Medicaid Health Plan Industry

C  **2 health plans in New England to enter merger discussions**
American Medical News *Share* 
Harvard Pilgrim Health Care and Tufts Health Plan have signed a memorandum of understanding to explore the idea of merging. Analysts have said health system reform will create an incentive for smaller health plans to combine or sell to larger plans because of some of the requirements they face, along with the need to remain competitive by investing in health information technology. **MORE**

C1  **AmeriChoice Public Sector Health Plan in Pennsylvania is now UnitedHealthcare Community Plan**
Insurance News Net *Share* 
A name change will help UnitedHealthcare strengthen its care provider networks and enhance member service. AmeriChoice of Pennsylvania, based in Philadelphia, is joining its Pittsburgh-based sister company, Unison Health Plan, under the name UnitedHealthcare Community Plan. The combined plans serve more than 280,000 members in Pennsylvania. **MORE**

F  **Blumenthal brought disparate forces together to plot EHR adoption**
Government Health IT *Share* 
With the announcement that he will return to Harvard University in the spring, Dr. David Blumenthal, national health IT coordinator, will leave a lasting mark on the unfolding transformation of U.S. healthcare providers moving from paper to digital records and, ultimately, to improved quality and better outcomes, according to health IT observers. **MORE**

F  **Kaiser examines latest data and trends in Medicaid long-term services and supports**
News-Medical.Net *Share* 
The Kaiser Family Foundation's Commission on Medicaid and the Uninsured (KCMU) has released a package of resources that examine the latest data findings regarding Medicaid's long-term services and supports for seniors and people with disabilities. **MORE**

C1  **Trusted Technology Practical Expertise**

E  **Mississippi House passes measure in sync with 'Obamacare'**
The Commercial Appeal *Share* 
Employers would be able to buy health insurance group policies anywhere in the country, not just from Mississippi insurers, under legislation House members approved. The Health Benefit Exchange Act would make it easier for all employers to buy health care insurance and would create the Small Employer Exchange to help small businesses find insurers for their employees. **MORE**

E  **New bill targets Medicaid fraud**
Georgia Public Broadcasting *Share* 
A bill to prevent Medicaid fraud in the state of Georgia was recently introduced to the state senate. The bill would make Medicaid recipients carry a card with a microchip containing their photo and have their fingerprints scanned each time they go in and out of the doctor's office. **MORE**

E  **On health care, justice will prevail**
The New York Times (Commentary) *Share* 
The lawsuits challenging the individual mandate in the health care law, including one in which a federal district judge recently called the law unconstitutional, will ultimately be resolved by the Supreme Court, and pundits are already making bets on how the

E  **PerformRX - Account Management**
PerformRX provides an industry-leading account management service that enables our clients to maximize their pharmacy benefit management decisions. **MORE**

D  **Re-up of children's health insurance law turns 2, helps millions**
Public News Service *Share* 
Two million more children nationwide are now covered under Medicaid and the Children's Health Insurance Program (CHIP). It's a victory many in Kentucky are celebrating on the two-year anniversary of the Children's Health Insurance Program Reauthorization Act. The federal program has allowed Kentucky to continue to provide health coverage for low-income children, thereby lessening the number of uninsured kids. **MORE**

D  **Texas AG: Drug maker to pay \$170 million in damages for fraud**
Insurance Journal *Share* 
A Texas jury recently returned a record-setting verdict for damages against drug manufacturer Actavis Mid-Atlantic LLC, the Texas Attorney General's office announced. The jury determined that Actavis and co-defendant Actavis Elizabeth LLC should pay Texas and the federal government \$170.3 million for defrauding Medicaid. **MORE**

D  **Vermont names new deputy insurance commissioner**
The Associated Press via The Boston Globe *Share* 
A Massachusetts insurance regulator is set to become the deputy commissioner of Vermont's Department of Banking, Insurance, Securities and Health Care Administration. Susan Donegan will come to Vermont from her job as a counsel to the commissioner of the Massachusetts Insurance Division. **MORE**

D **Executive Leadership Series - Spring 2011 Summit**

 

 

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Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.
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Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

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\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$3000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$2950

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Callout Text Ad
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Traditional Text Ad
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Text **five word headline, fifteen word description**
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THE MHPA'S INDUSTRY NEWSBRIEF, POWERED BY MULTIBRIEFS, PROVIDES NEWS AND INFORMATION TO LEADERS IN MEDICAID HEALTH PLAN INDUSTRY.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of Medicaid health plan professionals, the MHPA's Industry Newsbrief keeps professionals informed of topics that impact the daily operation of their practices. Subscribers are decision-makers and influencers with purchasing power – the top-tier professionals in the Medicaid health plan industry.

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