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NEWS RELEASE



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Alameda Alliance for Health Receives Award for Outstanding Quality of Care and Service

*Top Performer Earns "Superior" HEDIS Rating and Recognition from MRMIB
for the Healthy Families Program*

Alameda, Calif., May 27, 2009 – Alameda Alliance for Health (Alliance) has received the Outstanding Achievement Award for superior quality of care and service for its participation in the state and federally funded Healthy Families Program from the Managed Risk Medical Insurance Board (MRMIB). The Alliance earned this prestigious award as a result of the high performance scores received on several quality measures tracked through the Healthcare Effectiveness Data and Information Set (HEDIS). The award was presented at a recent MRMIB board meeting.

MRMIB administers Healthy Families, a program that provides low cost, comprehensive health, dental and vision coverage to children and teens. As program administrator, MRMIB staff annually evaluates the quality of care provided to those who receive healthcare through the Healthy Families Program. The recent evaluation was based on 11 different HEDIS performance measurements and included results from 24 managed health care plans statewide.

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HEDIS is a nationally recognized, standardized set of performance measures developed by the National Committee for Quality Assurance (NCQA). The 11 HEDIS measures considered in the MRMIB evaluation included assessments ranging from childhood immunization status and well-child visits to use of appropriate medication for people with asthma, as well as STD screenings. The MRMIB Outstanding Achievement Award was presented to only four health plans whose performance was considered “superior.” The Alliance was the only plan in Alameda County to receive this honor.

“Monitoring health plan performance using HEDIS results is part of MRMIB’s ongoing efforts to evaluate and improve the quality of care provided to the children enrolled in the Healthy Families Program,” said Lesley Cummings, executive director for MRMIB. “MRMIB is pleased to recognize the Alliance as a health plan whose scores were superior. We commend them for the outstanding achievement these scores represent.”

Each year, health plans are required to report quality metrics established by HEDIS. The most recent data available from the MRMIB analysis, which was in 2007, shows the Alliance scored above the national Commercial 90th percentile on seven of the performance measures and achieved the highest score on three. In addition, results show that the Alliance is doing a better job of addressing the unique need of their adolescent members as compared to other health plans.

“The exceptional HEDIS scores achieved by the Alliance are largely due to the unwavering commitment our medical providers make to deliver high quality health care every day,” said Ingrid Lamirault, CEO for the Alliance. “We are honored to be recognized by MRMIB for outstanding achievement, and we want to share this tribute with our provider partners who offer extraordinary care to our members.”

About Alameda Alliance for Health

Established in 1996, Alameda Alliance for Health is a local, not-for-profit, state-licensed health plan committed to making high quality health care services accessible and affordable to lower income residents in Alameda County. The Alliance is dedicated to improving the health and well-being of its members. More than 98,000 people have chosen the Alliance as their health care plan through health coverage programs that include Medi-Cal, Healthy Families, Alliance Group Care and Alliance CompleteCare. More information on the Alliance can be found at www.alamedaalliance.org and www.alliancecompletecare.org.

About MRMIB

The Managed Risk Medical Insurance Board (MRMIB) was created in 1990 with a broad mandate to advise the Governor and the Legislature on strategies for reducing the number of uninsured persons in the state of California. The Board is comprised of volunteer members appointed by the Governor and the Legislature. The MRMIB administers three health care programs for the uninsured including the Access for Infants and Mothers (AIM) program, the Healthy Families Program (HFP), and the Major Risk Medical Insurance Program (MRMIP). More information can be found at www.mrmib.ca.gov.

About Healthy Families

The Healthy Families Program (HFP) is a State of California sponsored low cost coverage program for children and teens. To qualify for coverage under the Healthy Families Program, children must be under the age of 19, not eligible for or enrolled in no-cost Medi-Cal, and have a family income of up to 250 percent of the Federal Poverty Level or \$55,128 for a family of four. The program provides comprehensive health, dental and vision coverage and serves children who are U.S. citizens, nationals or eligible qualified immigrants. More information can be found at www.healthyfamilies.ca.gov.

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About HEDIS

The Healthcare Effectiveness Data and Information Set (HEDIS) is a tool used by more than 90 percent of America's health plans to measure performance on important dimensions of care and service. Altogether, HEDIS consists of 71 measures across eight domains of care. Because so many plans collect HEDIS data, and because the measures are so specifically defined, HEDIS makes it possible to compare the performance of health plans on an "apples-to-apples" basis. Health plans also use HEDIS results themselves to see where they need to focus their improvement efforts. More information can be found at www.ncqa.org.

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