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**Hudson Health Plan Selects Health Integrated's Synergy Solution to Enhance Services for Medicaid Managed Care Members, Reduce Costs**

*Health plan uses Synergy Targeted Population Management<sup>®</sup> to augment its care management strategies for chronically ill members in New York's Hudson Valley.*

**Tampa, Fla. – February 23, 2010** – Hudson Health Plan, a not-for-profit managed care organization that services New York's Hudson Valley, has selected Health Integrated, Inc., a leading provider of Health Management Solutions, as its partner to provide enhanced care management services for Medicaid members with co-morbid chronic illness.

Hudson has deployed the Health Integrated Synergy Targeted Population Management<sup>®</sup> program for its Medicaid managed care members who have any number of chronic conditions, such as diabetes, chronic obstructive pulmonary disease, congestive heart failure and asthma. Many of these members also suffer from co-morbid behavioral health conditions, such as depression, anxiety or other psychosocial factors that could impact their physical illness.

"Hudson Health Plan delivers excellent, award-winning health services to all the communities we serve, which is why it is important to select a health management solution partner that is aligned with our philosophy on care management," says Georganne Chapin, president and chief executive officer of Hudson. "We are pleased to be working with Health Integrated to improve the health status and quality of life for our most high-risk member populations, and to enhance our care management strategies across our diverse Medicaid membership."

Hudson integrated the Synergy services within its existing programs at no additional cost to its members. The program includes specially trained care coordinators who help individuals understand and adhere to their physician's treatment plan. Individuals participating in the program receive guidance, support and actionable strategies that are tailored to his or her specific needs.

"Using care coordination, our programs empower an important patient base to be more knowledgeable about their own health, more motivated to follow prescribed treatments and more able to establish and achieve goals to better health," says Sam Toney, MD, vice chairman and chief medical officer at Health Integrated. "The integration of Synergy into Hudson's program enables Medicaid members in New York and their doctors to better manage their disease in the context of their lives while also improving their health."

**About Hudson Health Plan**

Founded in the mid-1980s by a coalition of community health centers, Hudson Health Plan's mission statement is "to promote and provide access to excellent health services for *all* people." The Tarrytown-based not-for-profit organization provides comprehensive medical and dental coverage to more than 95,000 members in New York's Hudson Valley. Hudson Health Plan has been driving health care innovation by developing technology to support clinical quality initiatives and streamline the enrollment process for Medicaid Managed Care, Child Health Plus, and Family Health Plus.

**About Health Integrated**

Health Integrated is the leading innovation partner for health plans, providing evidence-based solutions to accelerate achievement of health management goals for clinical outcomes, quality measures and cost containment. For more information, visit [www.healthintegrated.com](http://www.healthintegrated.com).

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