



**ConnectiCare and the Connecticut State Medical Society-IPA
Launch a Patient Centered Medical Home Initiative**

***Medicare Advantage patients can benefit from pilot program using
primary care physicians as focal point for health care services***

FARMINGTON and NEW HAVEN, CT – February 1, 2010 – ConnectiCare is pleased to announce a new joint Patient-Centered Medical Home (PCMH) program with the CSMS-IPA (Independent Practice Association). Effective immediately, some ConnectiCare VIP Medicare Advantage members will gain access to a pilot program known as Patient Centered Medical Home. The intent is to improve quality, efficiency, and better delivery of health care to these members.

The medical home approach seeks to manage members' medical care in such a way that costs are controlled and quality is improved. The PCMH is a team-based model of practice led by a personal physician who coordinates patient care with other qualified professionals to maximize health outcomes. The goal of PCMH is to work collaboratively to provide high levels of care, access and communication to patients.

The PCMH program aims to be part of the solution to reform efforts to improve the health care system. Emphasis is placed on the patient, as well as his or her primary care physician.

David D. Thompson, Jr., M.D., President of CSMS-IPA comments, “In other areas of the country the medical home has shown to be a highly effective way to improve quality and care coordination for the benefit of the patient. We look forward to doing that here.”

“This is an excellent opportunity for physician practices and patients in New London County to participate in ConnectiCare’s VIP Medicare program,” says Paul Bluestein, ConnectiCare’s Senior Vice President and Chief Medical Officer.

About ConnectiCare, Inc.

ConnectiCare is a health plan based in Farmington, Connecticut and an [EmblemHealth](#) company. ConnectiCare serves approximately 240,000 members. The company was home-grown in Connecticut and has 500 employees who reside mainly in the Hartford area. Visit our website: www.connecticare.com. * ConnectiCare is a Medicare Advantage organization with a Medicare contract.

About CSMS-IPA, Inc.

The Connecticut State Medical Society - IPA (CSMS-IPA) is the largest and only statewide IPA in Connecticut and one of the largest in the nation. The CSMS-IPA is comprised of

approximately 7,000 physician members throughout Connecticut and is governed by a 27-member Board of Directors. The CSMS-IPA's mission statement is "to promote high-quality, cost-effective medical care which is physician driven, financially sustainable and valued by healthcare stakeholders." More information can be found on www.csms-ipa.com.