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Michigan Association of Health Plans Foundation

www.foundation.mahp.org

January 21, 2010

TO: MAHP Health Plan CEOs
MAHP Health Plan Medical Directors
MAHP Health Plan Quality Improvement Directors
MAHP Public Relations Directors

Each year, the MAHP Pinnacle Awards draw attention to the innovative and rigorous work of Michigan health plans to improve health and health care in Michigan. The application for the 2010 Pinnacle Awards is attached, and we encourage all member health plans to submit your best projects for consideration for a Pinnacle Award.

Again this year, we are limiting to three (3) the number of submissions that each plan can present for each line of business – commercial, Medicaid or Medicare. We have made a few changes to the criteria for the clinical services improvement and chronic disease management categories in an effort to clarify the criteria on which the submissions will be evaluated. We have moved the submissions deadline to early August, to avoid conflicting with other deadlines faced by our member health plans.

Another award opportunity will soon be circulated among health plans and the nursing professional association, to recognize a nurse or a nurse-led program for collaboration with a managed care plan to improve health outcomes for plan members.

As in the past, the award submissions will be evaluated by a panel of judges including legislators, leaders in state government, executives of associations representing business, health care consumers, medicine, nursing, clinics, and the media. To provide time for review of your programs, the deadline for submissions to MAHP is Wednesday, August 4, 2010.

Whether or not you submit a program for consideration, we hope that you will join us when the Pinnacle Awards are presented at a reception at the Lansing Center on Tuesday, September 21, 2010 from 6:00 to 8:00 p.m.

The opportunity to recognize individual health plans for their work is itself important and gratifying. But, the Pinnacle Award process also enables MAHP to share the managed care story with our judges and the constituencies which they represent, and with the public. We encourage you to add your voice to that story, by submitting a Pinnacle Award application.

Sincerely,

Mary Anne Ford

Rick Murdock