

HEALTH PLAN OF MICHIGAN CEO HONORED BY MARCH OF DIMES

October 4, 2011 (Detroit, MI) -- Health Plan of Michigan is pleased to announce that its CEO, Dr. David B. Cotton, will be honored with the March of Dimes **2011 John Dingell Hero for Babies Award** at the March of Dimes benefit event in Dearborn on October 17, 2011.

The March of Dimes will present the award to Dr. Cotton and Dr. Roberto Romero of Wayne State University School of Medicine in recognition of their dedication to maternal infant health, including their contributions to the National Institutes of Health Perinatal Research Branch in Metro Detroit.

Dr. Cotton's commitment to quality healthcare for women and children is clearly demonstrated at Health Plan of Michigan (HPM), the state's largest Medicaid HMO. HPM has a number of programs in place to reduce the incidence of preterm labor and improve the health of moms and babies.

- HPM's Women and Children's Services department specialists work to coordinate additional support services for pregnant women and infants, educating members on important preventive services and other outreach efforts. Over 90% of HPM members under the age of 19 see a physician every year.
- In 2011, HPM was among the top three Michigan Medicaid health plans for seven nationally-recognized HEDIS measures, including Breast and Cervical Cancer Screening, Postpartum Care, Well-Child Visits 3-6 Years, and Children's Access to Primary Care Providers.
- HPM sponsors a wide range of health-based community activities focused on women's and children's health, including Metro Detroit Youth Day, community baby showers, Oakland County's Breastfeeding Awareness Walk, Detroit Institute for Children, and Mammography Screening Day.

The Honorary Chairs of this year's March of Dimes benefit event are John and Debbie Dingell. Karen Drew from WDIV Channel 4 and Frank Beckmann from News-Talk 760 WJR will be returning as this year's emcees.

The March of Dimes is a national voluntary health agency whose mission is to improve the health of babies by preventing birth defects, premature birth and infant mortality. Founded in 1938, the March of Dimes funds programs of research, community services, education and advocacy to save babies and in 2003 launched a campaign to address the increasing rate of premature birth. More information is available on the March of Dimes websites at www.marchofdimes.com and www.nacersano.org.

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