

## **IEHP 9<sup>th</sup> largest Medicaid plan in USA with 200,000 members**

**SAN BERNARDINO, CA . . .** Thanks to a little 2-year old boy in Riverside County, Inland Empire Health Plan (IEHP) is now one of America's ten largest Medicaid health plans.

Since two-thirds of Inland Empire Health Plan's Members are children, it is appropriate that the 200,000<sup>th</sup> IEHP Medi-Cal Member is a 2-year old boy named Miguel who lives in Moreno Valley. "Due to privacy restrictions, we can not publish his name or put his picture in the newspaper," explained IEHP's CEO Richard Bruno. "But you can be sure we will give this young man some special gifts to celebrate this event."

In less than six years, IEHP has grown to exceed 200,000 total Medi-Cal Members. That makes IEHP the 9<sup>th</sup> largest Medicaid plan in the United States, according to the "2001 HMO Industry Report" by Interstudy that tracks 500 health plans nationally.

IEHP also scored among America's top 25 health plans in Overall Enrollment Growth and Medicaid Enrollment Growth.

Fueling that growth is an array of member-focused programs such as:

- IEHP's award-winning Rad Rider Bicycle Safety Program that has given over 70,000 bike safety helmets to Inland Empire children at no cost.
- The Eradicator – Anti-Smoking Superhero that helps pre-teens decide to not start smoking or to quit.
- A new Health Management Program that makes sure Members with high-risk asthma, diabetes and heart disease take advantage of all available health care.

"We are very proud of our individual programs and these recognitions of our growth," said IEHP's CEO Richard Bruno. "We have worked diligently to grow IEHP in terms of the number of Members choosing IEHP, improved health care quality and increased Member satisfaction."

IEHP was previously awarded a "Commendable Accreditation" from the National Committee for Quality Control in September 2000. At that time, IEHP was one of only five plans nationally that offer Medicaid exclusively to be so accredited. (The NCQA is an independent, non-profit organization that reviews the quality and medical management systems of managed care organizations.)

Most recently, IEHP earned the highest Customer Service rating from its members of any health plan participating in California's Healthy Families Program.

“Customer Service is the most important measure that we are doing a good job,” said Bruno. “If our Members are pleased, they will stay with IEHP and recommend us to others who will join, too. At least, that’s what we hope Miguel will do in a couple of years when he goes to kindergarten and can talk a little more,” laughed Bruno.

IEHP is the local initiative, non-profit health plan created by Riverside and San Bernardino counties to provide access to quality preventative and total health care services to Medi-Cal beneficiaries. IEHP is a participating plan in California’s Healthy Families Program.

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