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FOR IMMEDIATE RELEASE

Kentucky's Passport Health Plan is a National Leader in the Care of Children with Asthma

October 10, 2011 Louisville, Kentucky – Passport Health Plan, a local Kentucky Medicaid health plan, is the nation's 4th highest rated for the appropriate use of asthma controller medications among children ages 5 to 11. According to Healthy Kentuckians 2010, over 220,000 Kentuckians are affected by asthma. Of these, 72 percent are persons under age 45, and the number increases in all ages - especially children.

Passport Health Plan, which serves more than 170,000 Kentuckians, is located in the "hay fever belt" and has an average of 8,000 asthma members. Members with persistent asthma (i.e. those who require daily asthma controller medications) work one-on-one with a disease manager, receive home visits, health coaching and care coordination through a special Asthma Program. The program gives members the personalized attention they need to improve their asthma and stay healthy.

"Despite the advances in care over the past 20 years, there is no question that asthma prevalence has increased," explains Dr. Mark Corbett of Allergy Care of Kentucky and one of *Louisville Magazine's* Top Docs 2011. "We know that by educating asthmatics on the need to treat their disease on a daily basis and prevent inflammation, asthma does not have to limit patients' lives. With many good medications on the market, the important thing to know is that asthma can be controlled and patients can live healthy, productive lives."

This member-focused health plan also encourages asthma members to participate in the annual Healthy Hoops Kentucky Tip-Off event, presented by Passport Health Plan and a host of community advocates. Healthy Hoops Kentucky uses a basketball camp concept to attract asthmatic children ages 7 to 13. The Tip-Off event teaches children and their families how to control asthma and lead healthy, active lives. Each child receives a complete asthma screening and personalized asthma action plan prior to participating in the basketball camp hosted by the legendary Darrell Griffith, former University of Louisville and Utah Jazz standout. Over the past three years, members who have attended the Tip-Off event have experienced 50 percent fewer emergency room visits and hospital admissions, as well as improved medication compliance.

"We're honored that our asthma members are becoming healthier as a result of our collaborative efforts. It's a real joy and opportunity to make a difference in their health and quality of life," said Christie Spencer, Vice President of Clinical Operations for Passport Health Plan.

Passport Health Plan has an overall ranking of 13th in the nation among Medicaid health insurance plans. The Plan's overall ranking is largely due to improvements in member care such as appropriate

asthma controller medication use. The national rankings are featured in “NCQA’s Medicaid Health Insurance Plan Rankings 2011-2012” and can be viewed at www.ncqa.org/LinkClick.aspx?fileticket=DOxc6Y2kiy8%3d&tabid=1424.

Passport Health Plan is a unique public-private partnership with the Commonwealth of Kentucky and a provider-sponsored, Medicaid health plan serving more than 170,000 members in 16 Kentucky counties. The Plan has operated successfully over the past 14 years. The counties of service include Breckinridge, Bullitt, Carroll, Grayson, Hardin, Henry, Jefferson, Larue, Marion, Meade, Nelson, Oldham, Shelby, Spencer, Trimble and Washington. Passport Health Plan is sponsored by the [University of Louisville Medical School Practice Association](#), [University of Louisville Hospital](#), [Jewish and St. Mary’s Healthcare](#), [Norton Healthcare](#), and the Louisville/Jefferson County Primary Care Association, which includes the [Metro Louisville Department for Health and Wellness](#) and Louisville's two federally qualified health centers, [Family Health Centers](#) and [Park DuValle](#). For additional information, please visit www.passporthealthplan.com.

NCQA is a private, non-profit organization dedicated to improving health care quality. NCQA accredits and certifies a wide range of health care organizations. It also recognizes clinicians and practices in key areas of performance. NCQA’s Healthcare Effectiveness Data and Information Set (HEDIS[®]) is the most widely used performance measurement tool in health care. NCQA ranked ninety-nine (99) Medicaid health plans based on a combination of clinical performance, member satisfaction and NCQA Accreditation status.

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Interviews and photographs are available upon request.