



## ***PRESS INFORMATION***

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### **FOR IMMEDIATE RELEASE**

**Healthfirst Selects Newkirk for Multi-lingual Member Communications Program**  
Newkirk to provide “Just in Time” handbook production in several member languages.

ALBANY, NY, October 13, 2004 — Healthfirst, a non-profit managed care company based in lower Manhattan, has selected Newkirk, a nationally known managed care communications firm, to provide development, production, and distribution services for the health plan’s member communications program.

“Healthfirst offers a variety of government-sponsored health plans,” said Paul Dickstein, President and CEO of Healthfirst. “Our wide range of product offerings and target markets requires that the content of our communications be current and that translations be accurate to effectively meet the needs of our varied membership. Our mission – to provide quality healthcare to the medically under-served residents of New York City and Long Island – requires that our member communications materials effectively reach all facets of our diverse audience.”

“In our search for a new communications solution, we identified several criteria our communications provider must have,” said Jim Boothe, COO and EVP of Healthfirst. “At

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the top of this list were a clear understanding of the communication needs of a diverse membership, a proven track record of quality, and significant experience in Just in Time production. Newkirk meets all these criteria,” he added.

Newkirk will be responsible for the development, Just in Time production, and distribution of member handbooks for Healthfirst’s Medicaid, Medicare, Child Health Plus, and Family Health Plus programs in English, Spanish, Chinese, and Russian languages.

### **About Healthfirst**

Healthfirst is a non-profit healthcare organization established in 1993 and owned by 21 of New York’s top hospitals and medical centers. With over 300,000 members and a network of over 17,000 doctors and specialists throughout New York City and Long Island, Healthfirst is one of the fastest growing health plans in the New York metropolitan area. Healthfirst offers a variety of government-sponsored health insurance programs, including Medicaid, Medicare, and New York State’s Child Health Plus and Family Health Plus programs. For more information about its products, call 1-866-463-6743 or visit [www.healthfirstny.com](http://www.healthfirstny.com).

### **About Newkirk**

For over 30 years, Newkirk has developed creative solutions to communications issues faced by managed care organizations, financial institutions, and professional firms. For more information, visit [www.newkirk.com](http://www.newkirk.com) or call 1-800-525-4237.

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