



## ***PRESS INFORMATION***

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### **FOR IMMEDIATE RELEASE**

#### **Neighborhood Health Plan of Rhode Island Selects Newkirk to Help Upgrade its Member Communications**

Enhanced, More Personalized Materials Will Actively Engage Members in Their Health and Healthcare

ALBANY, NY, October 26, 2004 — Neighborhood Health Plan of Rhode Island (NHPRI), the largest Medicaid HMO in its state with more than 73,000 members, announced today it has selected Newkirk, a nationally known managed care communications provider, to upgrade its member communications program.

“Our mission has always been to improve access to the highest quality health care and service for our members,” said Brenda Whittle, senior director of membership development for NHPRI. “The selection of the communications professionals at Newkirk certainly helps us better fulfill this mission.”

“Effective communication and education are critical to producing better health outcomes,” Whittle continued. “To make the greatest impact on member understanding, we needed to select a communications provider with a specialized area of expertise — one that knows what materials will be understood and acted upon by people who sometimes have a hard time navigating the health care system. We felt that Newkirk provides that necessary insight and proven capability.”

As a result of the selection of Newkirk as its member communications provider, NHPRI will soon begin the roll out of a highly personalized communications program that includes member identification cards, handbooks, regionalized provider directories, and customized preventive health information — by member.

**About Neighborhood Health Plan of Rhode Island (NHPRI)**

Founded in 1994, Neighborhood Health Plan of Rhode Island is a not-for-profit Health Management Organization (HMO) that partners with Rhode Island’s Community Health Centers and others to improve care access and health in Rhode Island. NHPRI contracts with the state of Rhode Island to administer RIte Care, the state’s Medicaid managed care program, and serves more than 73,000 members. NHPRI is one of the first Medicaid-focused health plans in the country to be rated “Excellent” by The National Committee for Quality Assurance (NCQA) - its highest rating.

For more information, visit [www.nhpri.org](http://www.nhpri.org).

**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 800-525-4237.

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