



NEWS RELEASE

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Upper Peninsula Health Plan Wins National Award for Innovation

[MARQUETTE]—The **Upper Peninsula Health Plan** has won a national **2008 Rx Benefit Innovation Award** for its role in implementing a regional, cooperative, drug-management system.

The health plan was honored for partnering with the Upper Peninsula Health Care Network on *Managing Prescribing Cost and Quality*, a collaboration of Upper Peninsula physicians, pharmacists, and hospitals. The project promotes rational, clinically appropriate, safe, and cost-effective pharmaceutical care via an ongoing regional committee.

The award was presented by the Pharmacy Benefit Management Institute (PBMI), which provides research, education, and publication services to help health care benefit executives and pharmacy professionals design prescription drug benefit programs.

The sixth annual Rx Benefit Innovation Awards were presented February 28 in Phoenix, Arizona, at PBMI's Drug Benefit Conference. The health plan was honored along with award winners from Louisiana and Ohio. Full case studies of the winning projects appear at www.pbmi.com.



CONTACT:

Gary Fullerton
Upper Peninsula Health Plan
(906) 225-7158
gkfullerton@uphp.com