



PIEDMONT COMMUNITY HEALTH PLAN
Community Partners for Quality Healthcare

FOR IMMEDIATE RELEASE:

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Piedmont Community Health Plan Announces
50th “Healthy Bundles” Birth

LYNCHBURG, VA – Officials at Piedmont Community Health Plan announced the 50th newborn delivery for a Piedmont member participating in their “Healthy Bundles” prenatal care program. The baby boy was born at Virginia Baptist Hospital on 4/26/08 at 5:07 p.m. and weighed 7 pounds 6 ounces. There were no complications and mother and son are doing well.

The Healthy Bundles Maternity Program is one of several specialized case management plans offered by Piedmont. Its primary goal is to promote healthier births while also reducing the incidence and severity of pre-term births. This is accomplished through early prenatal education and intervention to assist Piedmont members in understanding their condition and the vital role the expectant mother plays in her own personal health and that of her unborn baby.

Piedmont’s Maternity Case Manager, Kim Gaylord explains, “The Healthy Bundles Program has enrolled 142 members since it began in May 2007. To date there have been 54 deliveries including two sets of twins. Having a direct contact between us and the mother has been an important aspect for many of our members who have required more

extensive obstetrical care. Knowing that things are taken care of with the insurance coverage gives the family time to focus on the pregnancy and care of the baby.”

Piedmont’s Director of Medical Management & Behavioral Health, Brenda Overstreet adds, “This is indeed an important milestone for our Healthy Bundles program. This shows without question the importance of good prenatal care to ensure a healthy birth. We congratulate all of our Healthy Bundles mothers and look forward to helping more of our members and their families in the future.”

Healthy Bundles is one of Piedmont’s Individual Case Management Programs designed to address specialized wellness needs. These member programs include a diabetic disease management program, a behavioral health program, a tobacco cessation program, as well as the Healthy Bundles prenatal maternity program. By participating in these more intensive educational programs Piedmont members can learn better ways to further their healthcare management goals.

Piedmont Community Health Plan is a regional healthcare plan provider and administrator covering over 30,000 employee members. For more information contact Cheryl Midkiff at 434-947-4463, ext. 216

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