



PRESS INFORMATION

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FOR IMMEDIATE RELEASE

Preferred Health Systems Chooses Newkirk for New Member Communications *Welcome Books* feature preventative health information.

ALBANY, NY, April 18, 2007 — Preferred Health Systems of Kansas, one of the largest HMO providers in the state, has announced the selection of Newkirk, a nationally known Managed Care communications provider, for the creation and production of the insurer's new member *Welcome Books*.

“Post-enrollment communication is an area that requires finesse in effectively relaying a lot of important plan information to new members,” said Cathleen Tinker, director of Preferred Health Systems Member Services. “By choosing Newkirk as our partner for creating plan-specific *Welcome Books*, new members will understand and appreciate all that our health plans have to offer,” Tinker continued. “Together with Newkirk’s ability to include preventative health information we’re confident our plan members will continue to benefit being part of Preferred Health Systems.”

“Newkirk’s data-driven communications have evolved over the years in order to successfully address the needs of Managed Care Organizations and Third Party Administrators,” said Pete Newkirk, president of Newkirk. “We’ve recognized our clients’ goals are in line with ours, including the need to deliver quality, targeted communications cost-effectively. We’re happy to welcome Preferred Health Systems to our solution,” he continued.

****MORE****

A *Welcome Book* incorporates multiple communications, previously produced and distributed independently, into a single, dynamically generated, bound booklet. A typical *Welcome Book* contains a welcome letter, certificate of coverage, member handbook and forms, plus preventative health information. Contact Newkirk at 518-862-3321 or www.newkirk.com for more information.

About Preferred Health Systems

Preferred Health Systems provides health benefits, products, and services through member, employer, physician, community, and hospital alliances. The privately held company is a wholly owned subsidiary of Via Christi Health System and is comprised of four companies each offering its own products and services. Based on enrollment, Preferred Health Systems is the second largest health plan in Kansas. For details, visit www.phsystems.com.

About Newkirk

Newkirk is a leading provider of member pre- and post-enrollment, member retention, and provider communications for managed care organizations, third party administrators, and self-funded plans. Our online publishing systems and cost-efficient communications will give your organization an edge from enrollment through retention. For more information, visit www.newkirk.com or call 518-862-3321.

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