

“I’d like to say that MVP’s members are **healthier** because they belong to MVP.”

—Augusta Martin



Media Expert Source

(Health Care)



Augusta Martin

Corporate Vice President of
Marketing Innovation and
Commercial Business

“We are moving to a place where health plans integrate wellness, **health improvement**, and disease prevention for members based on where they fall in the health care continuum,” Martin said.



Areas of expertise:

- Health Care Product Innovation
- Pay-for-Performance Programs
- Hospital Quality and Safety Strategies
- Hospital Contracting
- Sales and Marketing Strategies
- Strategic Planning
- Workplace Wellness/
Population Health Management

Augusta Martin is the Corporate Vice President of Marketing Innovation & Commercial Business for MVP Health Care. In this role Ms Martin has responsibility for Marketing, Product and Business Development, Wellness and Population Health Management Programs and overall Commercial Business performance.

Ms. Martin has almost 20 years of experience working for health plans in the areas of sales and marketing, product and business development, general management, provider contracting and strategic & business planning.

Prior to joining MVP Health Care, Ms. Martin held various leadership positions with Blue Cross and Blue Shield of Massachusetts. For 5 of those years, she served as Vice President of Corporate Strategy and Business Planning where she developed and led the implementation of the not-for-profit insurer’s long-term strategic plan and the development of divisional business plans. She also served as Vice President of Provider Contracting, and just prior to leaving Blue Cross Ms. Martin completed a 6 month consulting engagement working with the Institute for Healthcare

Improvement (IHI) in Cambridge, MA engaged in the development of hospital quality and safety strategies.

She also served as Regional General Manager for Tufts Health Plan’s Rhode Island HMO and has held several leadership positions with upstate NY health plans in the areas of Sales and Marketing and Operations Management.

Martin is an undergraduate of Skidmore College and earned a master’s degree from The Sage Graduate College’s health care administration program. Subsequently, she attended various professional programs at the Institute for Strategic Development at the Kellogg School, Northwestern University, and the Harvard Business School.

She was recently appointed to the Board of Directors of the American Red Cross of Northeastern NY and has been an active participant on several Boards and community organizations in the Boston, MA and Providence, RI areas. Ms. Martin recently relocated back to the Saratoga Springs, NY area with her husband and two children after 10 years in the Boston area.

Story ideas:

- How and why to implement a workplace wellness program, including how to design a program that meets your company’s needs, is legally appropriate, and cost effective.
- Health plan innovation, including how plans are increasingly being designed to fit members individual needs.
- What’s new in health insurance, or “this doesn’t look like an HMO.”
- Wellness programs and incentives — what works.

To arrange an interview with Augusta Martin, contact Gary Hughes, MVP Health Care, at (518) 388-2319 Office, (518) 522-4107 Cell or hughesg@mvphealthcare.com.



Focusing on Wellness — Benefiting employers and workers

Fifty percent of diseases are preventable based on lifestyle decisions and 80 percent of employer health care spending is to provide care for 20 percent of the covered population.

Disease management and wellness programs are two different, but related, ways to help people take control of their health and help employers control health care costs. Health management helps people manage chronic diseases and conditions, such as diabetes and hypertension, while wellness programs help people stay healthy.

MVP Health Care, Inc.

MVP Health Care, Inc., is a family of companies offering a range of health benefit plans and options combined with leading-edge wellness programs that help reduce health risks and control health care costs. MVP distinguishes itself by combining the wide range of health benefit plan options offered by large insurers with the attentive service and flexibility normally associated with a smaller company.

Through MVP Health Plan, Inc., the MVP Health Insurance Company, MVP Select Care, Rochester Area HMO (dba Preferred Care), and Preferred Assurance Company, MVP Health Care, Inc. serves more than 745,000 members across Upstate New York, Vermont and New Hampshire.

A Personalized Approach to Care

Health Management: MVP offers integrated health management programs and tools to members, providers and employers. These include clinical solutions such as case and disease management programs, behavioral health and pharmacy management that are locally developed and integrated in our operations. MVP also offers turnkey customized

wellness solutions for employers of all sizes along with personalized tools and services to help our members, such as the “Work Well and Live Well” program.

Regional and National Provider Excellence: MVP maintains positive and collaborative relationships with regional health care providers in New York, Vermont and New Hampshire. This approach ensures a strong, stable and efficient provider network. MVP has a national partnership with CIGNA HealthCare providers outside the MVP service area.

Great Products and Services: MVP offers a broad range of plan options and funding solutions combined with financial tools and pharmacy advantages. MVP also offers Preferred Gold HMO, and GoldAnywhere PPO, Medicare Advantage Plans. Preferred Gold is the number one rated Medicare Care Advantage Plan in the country according to U.S. News and World Report and the NCQA.

Outstanding People: MVP Health Care’s management and coworkers live in the regions we serve. Our people are part of the health community. Our customers have easy access to all levels of management.



The MVP Health Care Promise

To have a positive impact on the health and wellness of those we serve so they can take on life and live well.

MVP Health Care is ready for the future.

We are actively expanding. Delivering our style of health insurance to other Northeast regions, partnering with more physicians and health care providers, and innovating new health benefit plans — all to meet the needs of employers and consumers. We remain dedicated to the values that have guided us for more than 25 years: personal service, commitment to quality and constant innovation.

For more information on our plans and our company, visit our Web site: mvphealthcare.com.

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Our regional network includes top providers across the MVP Health Care service area and a national provider network alliance through CIGNA HealthCare.

