

For Immediate Release

Sally Kweskin
Empire BlueCross BlueShield
(720) 373-4836
sally.kweskin@empireblue.com

Jim Mandler
Continuum Health Partners
(212) 523-7772
jmandler@chpnet.org

**Empire BlueCross BlueShield and Continuum Health Partners
Agree to New Three-Year Contract**

New York, NY - May 3, 2011 – Continuum Health Partners (comprised of Beth Israel Medical Center, Beth Israel Kings Highway, St. Luke's Roosevelt, New York Eye and Ear Infirmary and Long Island College Hospital) and Empire BlueCross BlueShield have agreed to a new three-year contract, effective April 1, 2011. The contract is structured to help contain rising health care costs for Empire members and Continuum patients, and more closely align payment to patient health outcomes.

The two organizations have made commitments that will continue to help improve value for their customers via targeted reductions in adverse events and participation in Empire's award-winning Quality-In-Sights® Hospital Incentive Program.

"We look forward to continuing to provide the excellent clinical care for Empire's members that Continuum's physicians and hospitals are known for," said John J. Collura, Continuum's Executive Vice President and Chief Financial Officer.

Empire members enrolled in commercial HMO, EPO, POS, PPO or indemnity products or Medicare Advantage HMO and PPO products can continue to receive covered services at Continuum, and from physicians practicing at Continuum, at an in-network level of benefits with lower out-of-pocket costs.

"This new agreement ensures that Empire and Continuum will continue our longstanding relationship," said John Caby, VP, Provider Engagement and Contracting, Empire BlueCross BlueShield. "The contract keeps pace with underlying cost trends and offers incentives for Continuum to continue to help improve quality with increased reimbursement for meeting certain quality measures. It does what contracts between insurers and hospitals should do – focuses on improving health outcomes and rewarding value."

About Empire BlueCross BlueShield:

Serving New Yorkers for over 75 years, Empire BlueCross BlueShield is the largest health insurer in New York supporting nearly six million members and more than 38,000 business, union and small employers in New York. Services provided by Empire HealthChoice HMO, Inc. and/or Empire HealthChoice Assurance, Inc., licensees of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield plans. Empire BlueCross BlueShield (Empire) is the trade name of Empire HealthChoice

Assurance, Inc., and Empire Blue Cross Blue Shield HMO is the trade name of Empire HealthChoice HMO, Inc., independent licensees of the Blue Cross Blue Shield Association, serving residents and businesses in the 28 eastern and southeastern counties of New York State. Additional information about Empire is available at www.empireblue.com. Also, follow us on Twitter at www.twitter.com/healthjoinin, on Facebook at www.facebook.com/HealthJoinInEmpire, or visit our YouTube channel at www.youtube.com/healthjoinin.

About Continuum Health Partners

Continuum Health Partners was created in January 1997 as the parent company for the partnership between four distinguished voluntary hospitals: Beth Israel Medical Center-Milton and Carroll Petrie Division, Beth Israel Medical Center-Kings Highway Division, St. Luke's Hospital and Roosevelt Hospital. Building upon the strength of these institutions, Continuum began the development of a broad-based, integrated health services network extending throughout the New York metropolitan region. Within two years, Long Island College Hospital of Brooklyn, located in the Brooklyn Heights/Cobble Hill section, and The New York Eye and Ear Infirmary, located on Second Avenue and 14th Street in Manhattan and the oldest specialty hospital in the Western Hemisphere, joined the Continuum family, broadening the influence of each member institution and the partnership as a whole. Today, Continuum has an annual operating budget of over \$3 billion and delivers inpatient care in six major hospital facilities in Manhattan and Brooklyn. The Continuum network also encompasses ambulatory health centers and group and private practice settings throughout the New York metropolitan region. Continuum operates more than 2,700 certified beds; provides for over 650,000 days of inpatient care and over 1.3 million outpatient visits; has more than 4,500 affiliated physicians; and a work force of over 15,500 individuals, making it the sixth largest private employer in the New York metropolitan region. Additional information about Continuum is available at www.chpnyc.org