

News Release

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For Immediate Release

Bluegrass Family Health Receives Second Place Certificate Of Merit At The Consumer Directed Health Care Awards

Lexington, KY, May 20, 2005 - Bluegrass Family Health received a second place Certificate of Merit in the health plan category of Best Health Plan Initiative for Consumer Directed Health Care at the 2005 Consumer Directed Health Care (CDHC) Conference this month.

About Consumer Directed Health Care Awards

The CDHC Awards are designed to recognize foundations, organizations, government, nonprofits, and academic entities for their excellence and advancement in program services and products that enhance the consumer's ability to manage healthcare expenditures and enhance health care quality.

About Bluegrass Family Health, Inc.

Bluegrass Family Health, Inc. (BFH) was founded in 1993. It is a community based not-for-profit managed care corporation serving 135,000 members throughout Kentucky.

BFH is an IPA model HMO that contracts with physicians, hospitals, and other providers of health services. BFH is also licensed as a TPA. Working with employers and brokers,

BFH is committed to delivering comprehensive insurance benefits using a network of health professionals committed to providing quality, customer-oriented health services.

For more information, visit www.bgfh.com.