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## **Health Net Partners with text4baby: An Unprecedented Public-Private Partnership Addressing Rising U.S. Infant Mortality Rate**

*First Statewide Outreach Health Plan Partner in California and One of the First Outreach Health Plan Partners in Arizona and Oregon*

LOS ANGELES--(BUSINESS WIRE)--Health Net, Inc. (NYSE: HNT) announced that it has partnered with text4baby – a new, free mobile information service providing timely health information to pregnant women and new moms from pregnancy through a baby’s first year. Health Net was the first statewide outreach health plan partner in California and was one of the first outreach health plan partners in Arizona and Oregon.

**“Every woman deserves access to information that will help her give her baby the best possible chance at a healthy start in life”**

Health Net will promote text4baby on its website, [www.healthnet.com](http://www.healthnet.com), and at its Community Solutions Centers, as well as with its members, network of health care providers and its numerous community organization partners.

“Every woman deserves access to information that will help her give her baby the best possible chance at a healthy start in life,” said Judy Meehan, executive director, National Healthy Mothers, Healthy Babies Coalition. “It’s partners like Health Net that are making it possible for text4baby to deliver health messages to those who need them most.”

Women who sign up for the service by texting BABY to 511411 (or BEBE for Spanish) receive three free SMS text messages each week timed to their due date or baby’s date of birth. These messages focus on a variety of topics critical to maternal and child health, including birth defects prevention, immunization, nutrition, seasonal flu, mental health, oral health and safe sleep. Text4baby messages also connect women to prenatal and infant care services and other resources.

“Health Net is proud to be a community health champion of text4baby, and we want to help get the message out about this important resource for pregnant women,” said Jennifer Christian-Herman, Health Net, Inc. vice president, Integrated Health Improvement. “Mobile health services around the world have demonstrated the ability to help change patient behavior and improve health outcomes, and we believe that this program will have a significant impact on maternal and child health in our country.”

Christian-Herman added, “Text4baby joins our tool kit of prenatal resources, which includes health coaches and Decision Power<sup>SM</sup> Healthy Baby, an online education video series available free of charge to all website visitors.”

According to the National Healthy Mothers, Healthy Babies Coalition, each year in the U.S., more than 500,000 babies are born prematurely and an estimated 28,000 children die before their first birthday. The infant mortality rate in the U.S. is one of the highest in the industrialized world, and for the first time since the 1950s, that rate is on the rise. Research shows that while 90 percent of Americans have a mobile phone, fewer have access to the Internet and texting is more prevalent among women of childbearing age.

The text4baby program is supported by numerous businesses throughout the country. U.S. government partners include the White House Office of Science and Technology Policy and the Department of Health and Human Services. The mobile health platform is provided by Voxiva and free messaging services are generously provided by participating wireless service providers.

### **About the National Healthy Mothers, Healthy Babies Coalition**

The National Healthy Mothers, Healthy Babies Coalition (HMHB) is the only coalition of its kind, which acts as a catalyst for change by creating partnerships among community groups, nonprofit organizations, professional associations, businesses and government agencies. The Coalition promotes optimal health for mothers and babies, and works to strengthen families and build healthy communities.

### **About Health Net**

Health Net, Inc. is among the nation’s largest publicly traded managed health care companies. Its mission is to help people be healthy, secure and comfortable. The

company's health plans and government contracts subsidiaries provide health benefits to approximately 6.0 million individuals across the country through group, individual, Medicare, Medicaid and TRICARE and Veterans Affairs programs. Health Net's behavioral health subsidiary, MHN, provides mental health benefits to approximately 5.9 million individuals in all 50 states. The company's subsidiaries also offer managed health care products related to prescription drugs, and offer managed health care product coordination for multi-region employers and administrative services for medical groups and self-funded benefits programs.

For more information on Health Net, Inc., please visit the company's website at [www.healthnet.com](http://www.healthnet.com).

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