



FOR IMMEDIATE RELEASE

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**HIGHMARK TO SPONSOR PARTNERS FOR A HEALTHY COMMUNITY
EVENT IN UNIONTOWN**

*Community Medical Services Will Host Free Health and Dental Screenings
June 20 for Uninsured, Underinsured Children and Adults*

PITTSBURGH (June 10, 2009) – As Pennsylvania and the nation struggle with the uncertainty of a faltering economy, many individuals have subsequently faced job loss or the loss of benefits. The Washington County Partners for a Healthy Community will help those in need by hosting a day of free health screenings and dental care next Saturday, June 20, at Community Medical Services in Uniontown. The public is invited to participate in this day-long community event that is open to children and adults who are uninsured or have minimal health or dental coverage. No preregistration is required.

Event partners include Highmark Blue Cross Blue Shield, United Concordia Dental, Community Medical Services and Young Inspiration. A variety of screenings and services will be offered from 9 a.m. to 4 p.m. at no cost to participants.

Screenings and services will be provided at Community Medical Services, 140 North Beeson Blvd., Uniontown. For more information, call (412) 544-1612. On-site medical professionals will provide free consultations. Information on Pennsylvania's Children's Health Insurance Program (CHIP), adultBasic and

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Medicaid programs administered by Highmark will also be available. Screenings can be scheduled by calling (724) 438-1966.

“Without adequate insurance, people tend to put off seeking medical treatment, which can potentially contribute to more severe health problems,” said Charles Gladney, Highmark’s director of program implementation and development. “Partners for a Healthy Community events provide people with an opportunity to learn, to be screened, and to receive services and information that will help area residents to live longer, healthier lives.”

“The recent economic downturn has made it even harder for individuals and families to afford dental care,” says Harlon L. Robinson, United Concordia corporate vice president of human resources and administration and corporate diversity chairman. “Proper oral health care is a key to the well-being of an individual, and United Concordia is committed to improving access to services for all Pennsylvania residents.”

Free health screenings include:

- Glucose/sugar
- Blood pressure
- Cholesterol
- Body mass index

And, free dental services for children and adults will include:

- Screenings
- Cleanings
- Restorative procedures

About Highmark Blue Cross Blue Shield

In 2008, Highmark Blue Cross Blue Shield provided financial support of \$130.3 million for programs in support of its corporate mission to provide access to

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affordable, quality health care enabling individuals to live longer, healthier lives. Highmark exerts an enormous economic impact throughout Pennsylvania. A recent study states that Highmark's positive impact exceeded \$2.5 billion. The company serves 3.1 million members and employs more than 5,000 people in the region.

Highmark Blue Cross Blue Shield is an independent licensee of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans. For more information about Highmark Blue Cross Blue Shield, visit www.highmark.com.

About United Concordia

United Concordia, headquartered in Harrisburg, Pa., is one of the nation's largest dental insurers, with nearly 8 million members worldwide and 2008 revenues of \$1.4 billion. United Concordia has a company-wide dedication and commitment to superior customer service which is evident in the design, implementation, administration and servicing of its dental benefits programs. For more information about United Concordia products, visit www.unitedconcordia.com.

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