

Magellan Health Services Rebrands Businesses, Launches New Website

AVON, Conn.--(BUSINESS WIRE)-- [Magellan Health Services Inc.](#) (NASDAQ: MGLN), a health care management company that focuses on fast growing, complex and high cost areas of health care, has announced new branding and names for its business lines. Magellan Healthcare, Magellan Rx Management and NIA Magellan are subject to legal and regulatory review, and will change over time. In addition, Magellan recently launched a [new website](#) to help consumers and customers access information about its products and services. Magellan also upgraded its social media platforms with expanded content on [LinkedIn](#), [YouTube](#) and [Twitter](#).

"Magellan Health Services has a unique vision of better and more affordable care for individuals across the health care spectrum, particularly for those with the greatest needs," said Barry M. Smith, chairman and chief executive officer. "The new branding for our business lines - Magellan Healthcare, Magellan Rx Management and NIA Magellan - helps to tie our story together and connects the fragmented health care delivery system in a way that puts our customers' needs first. Over the past year, we've seen how truly dynamic the health care industry continues to be and it's critical that Magellan differentiates itself from competitors, and provides customers and members with state-of-the-art, technologically advanced ways to learn about and interact with our company."

[Magellan Healthcare](#), led by division Chief Executive Officer Sam Srivastava, includes Magellan's commercial and public sector behavioral health affiliates, as well as its integrated health business, [Magellan Complete Care](#).

[Magellan Rx Management](#) and its affiliates, led by division Chief Executive Officer Robert W. Field, includes the company's suite of pharmacy offerings, consisting of pharmacy benefits management, Medicaid pharmacy benefits administration, and specialty and medical pharmacy management.

[NIA Magellan](#), led by division Chief Executive Officer Tina Blasi, provides a suite of specialty solutions to address many complex areas of health care. These solutions include imaging management services, as well as programs that manage the evaluation and therapy associated with cardiac services, radiation oncology, obstetrical ultrasounds, and musculoskeletal management - formerly referred to as pain management.

Magellan also introduced a new visual system, based on the company's [unique vision and perspective of care](#), which will help members and customers navigate the complex health care system.

"This new brand story and visual system is an important part of Magellan's next chapter, and I'm quite pleased with where we landed," said Smith. "Our new visual identity is clean, crisp and striking, using a mosaic structure to illustrate the different parts of our company coming together to provide a unique vision of care. These changes better represent our company and will help communicate its vision to consumers and the marketplace."

About Magellan Health Services: Headquartered in Avon, Conn., [Magellan Health Services Inc.](#) is a health care management company that focuses on fast growing, complex and high cost areas of health care. Magellan delivers innovative solutions to improve quality outcomes and optimize the cost of care for those we serve. As of September 30, 2013, Magellan's customers include health plans, employers and government agencies, serving approximately 33.9 million members in our behavioral health business, 17.5 million members in our radiology benefits management segment, and approximately 9.2 million members in our medical pharmacy management product. In addition, the pharmacy solutions segment served 39 health plans and employers, 25 states and the District of Columbia, and several pharmaceutical manufacturers. For more information, visit www.MagellanHealth.com.

Magellan Health Services Inc.
Media Contact:
Colleen Flanagan Johnson, 860-507-1923
cefjohnson@magellanhealth.com
or
Investor Contact:
Renie Shapiro, 877-645-6464
rshapiro@magellanhealth.com

Source: Magellan Health Services Inc.

News Provided by Acquire Media

<https://magellanhealth.mediaroom.com/2014-02-21-Magellan-Health-Services-Rebrands-Businesses,-Launches-New-Website>