

Magellan Health Receives 16 Marketing and Communications Awards

SCOTTSDALE, Ariz.--(BUSINESS WIRE)-- [Magellan Health, Inc.](#) (NASDAQ: MGLN) today announced that it has received 16 awards from the Association of Marketing and Communication Professionals (AMCP), Web Marketing Association, Health Information Resource Center (HIRC), and American Graphic Design and Advertising (AGDA) for its print and electronic communications. Magellan Health recently underwent a branding redesign, and these materials feature the new brand, visual and messaging system for the company.

Magellan received 10 MarCom Awards from AMCP, including five platinum and five gold awards. These awards include:

- The [Magellan Behavioral Health of Pennsylvania Report to the Community](#)
- Infographics on [autism, the appropriate use of psychotropic drugs in children and adolescents](#) and [Iowa's Pediatric Integrated Health Home initiative](#)
- Magellan Complete Care's (MCC) integrated marketing campaign launch of MCC of Florida's Medicaid specialty plan
- Magellan's communication plan for its electronic payment initiative to behavioral health network providers
- Provider collateral outlining Magellan's behavioral health provider website
- A Magellan Healthcare handbook for supervisors

Magellan received four Health Care Standard of Excellence awards from the Web Marketing Association for the [Magellan Health](#), [Magellan Complete Care of Florida](#) and [ICOREHealthcare](#) websites, as well as the [Provider Focus](#) electronic newsletter.

Additional awards include a Winter/Spring Web Health Award from HIRC for the MCC of Florida website, and an AGDA award for Magellan's complete branding system.

"We're proud to be recognized in competitions that honor excellence and creativity in marketing and communications," said Stewart Lavelle, chief sales and marketing officer. "Winning these awards demonstrates our focus on providing valuable resources to customers and providers, and doing so in innovative and creative ways."

"These awards are an affirmation of the brand and how well it resonates across the industry," said Laura Schuntermann, vice president of corporate marketing. "I am proud of our talented team, and the work they have done to help the brand come alive in our marketing and communications collateral."

About Magellan Health: Headquartered in Scottsdale, Ariz., [Magellan Health, Inc.](#) is a healthcare management company that focuses on fast-growing, complex and high-cost areas of healthcare, with an emphasis on special population management. Magellan delivers innovative solutions to improve quality outcomes and optimize the cost of care for those we serve. Magellan's customers include health plans, managed care organizations, insurance companies, employers, labor unions, various military and government agencies, third party administrators, consultants and brokers. For more information, visit [MagellanHealth.com](#).

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