

Maryland Health Plan Expands Relationship With PRIME



PRIME selected by Plan to support ensuring the data quality of their Medicare Advantage HMO Provider Network



Princeton, NJ, April 2021

PRIME is pleased to announce a new contract with a major Maryland Health Plan, which offers the largest network for Medical, Vision, and Dental insurance through its dual headquarters in Baltimore, Maryland, and Washington, D.C.

This contract expands PRIME's existing relationship with the Plan to include support for the quarterly outreach and validation requirements of their Medicare Advantage HMO Provider Network. Bob Branchini, CTO of PRIME, explains, "This engagement expands our relationship with the Plan and will assist with enhancing their member experience by ensuring the quality of their provider data."

About the Maryland Health Plan

The Plan has served 3.3 million individuals and employers in Maryland, Washington, D.C., and Northern Virginia. It is the largest and most respected health care insurer in the Mid-Atlantic region. For the past eight consecutive years, it has earned recognition as one of the "World's Most Ethical Companies" by Ethisphere. The not-for-profit healthcare company has been in operation for 84 years and is an independent licensee of the Blue Cross/Blue Shield Association.

About PRIME

PRIME offers innovative healthcare solutions that help health plans improve interoperability with health systems and healthcare providers. PRIME provides a combination of technological innovation, including AI and ML, along with highly trained staff to conduct direct provider outreach resulting in verified provider data with the completeness, timeliness, and quality that enables health plans to achieve their compliance, accuracy, and member experience goals.