

TRIBUTE TO EXCELLENCE
1993

AN AWARD FOR
INNOVATION
AND
QUALITY
IN
MANAGED CARE




THE 1993 TRIBUTE
TO EXCELLENCE AWARD:
RISING TO
THE CHALLENGE



In today's rapidly changing healthcare environment, the managed healthcare industry faces enormous demands. Yet as the challenges intensify, many are rising to meet them head-on. ■

Schering Laboratories Managed Care developed the Tribute to Excellence award as a way to recognize those organizations who have done an exceptional job in serving their patients and their communities — to acknowledge and reward innovation and quality in managed care. ■



THE 1993 TRIBUTE
TO EXCELLENCE AWARD:
INNOVATION, QUALITY AND
TEAMWORK BRINGS FINANCIAL
REWARD AND RECOGNITION

In 1991, the first Tribute to Excellence award was presented to Fallon Clinic, Inc., whose plan to manage viral hepatitis made a significant impact on its community. The 1992 award was presented to Harvard Community Health Plan, which distinguished itself with an innovative strategic plan to manage asthma. ■

Both organizations received a \$25,000 educational grant from Schering Laboratories Managed Care to help implement their winning strategic plans. ■

But the benefits of the Tribute to Excellence program go beyond the considerable financial reward.

The peer recognition and accompanying publicity surrounding the winners have a value all their own. ■

Each Tribute to Excellence award and accompanying \$25,000 grant is presented to the winning organization during a well-publicized award ceremony held at the organization's headquarters. In addition to the visibility which results from media coverage of the ceremony, Schering implements an extensive plan to publicize the Tribute to Excellence award winner in media reaching the healthcare industry and other appropriate audiences. ■





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THE 1993 TRIBUTE
TO EXCELLENCE AWARD:
THE DEADLINE
APPROACHES

Earlier this year, the 1993 Tribute to Excellence applications were distributed to more than 300 managed care organizations throughout the country. Many of the nation's leading HMOs, IPAs, PPOs and Group plans responded to the 1993 challenge, which asks organizations to develop strategic plans for the improvement of asthma management through effective patient education and communication. ■

The announcement of the 1993 Tribute to Excellence award winner is now just a few weeks away! The deadline for entries is November 15, 1993 and the winning plan will be announced in early December. ■



However, while this year's competition will soon be over, the benefits of participation are long-lasting. Financial reward — peer and community recognition — local and national publicity — and the opportunity to implement a successful patient education program that can significantly impact the populations you serve. ■

We hope that you, too, will rise to the challenge! ■

For more information on the Tribute to Excellence award program, contact the 1993 Tribute to Excellence Program Committee at (800) 842-6482. ■



Schering Laboratories Managed Care