

ST. LOUIS, MO, February 20, 2014 **/24-7PressRelease/** -- NurseWise, a national provider of multilingual nurse triage and health education services, is honored to have Kristine Ziegler, RN, Vice President of Sales, Marketing & Business Development, speak at the Seventh Annual World Congress Leadership Summit on Medicaid Managed Care, which takes place Feb. 25 through 27, 2014. Hundreds of health care professionals from numerous regions and practice areas will assemble in Falls Church, Va., to discuss health care programs, care coordination and industry challenges and trends.

Ziegler will deliver an informative and engaging presentation titled, "Creating High Touch Points with Medicaid Members." The presentation includes an overview of NurseWise's approach of creating high touch points with members to improve adherence, the elements needed to develop the right programs to educate members and increase adherence rates, and examples of adherence efforts that have shown a positive return on investment for the member, provider and plan.

"Krissy's health care experience is far reaching," said Kim Tuck, RN, President and CEO of NurseWise. "She is the perfect expert to provide conference attendees with proven best practices and innovative approaches to helping plans achieve their goals and improve member health."

Ziegler brings nearly 20 years of experience in the health care arena, including health care systems, government programs and managed care. A registered nurse by training, she has lead various organizations and initiatives using her clinical expertise, executive-level management vision and accomplished leadership skills. Ziegler joined NurseWise in 2006, and since that time has led teams in many different disciplines including medical management, quality and operations, finance and contracting, and provider relations. In her current role of NurseWise's Vice President of Sales, Marketing and Business Development, Ziegler researches and develops new products and services to address future health care and customer needs. Ziegler holds a Bachelor of Science in nursing from Regis University and is a Six Sigma Black Belt.

NurseWise is a wholly owned subsidiary of Centene Corporation that is in the business of providing multilingual telehealth services. We partner with health plans, hospitals, providers, colleges and universities, and other specialty organizations to ensure all callers have access to high quality, appropriate care. Our services are designed to encourage callers to become active participants in their health care, engaging in activities that promote appropriate utilization of care resources as well as better health outcomes for individuals and their families. We have provided uninterrupted service every day since 1995. NurseWise experienced Customer Care Professionals and Registered Nurses at our call centers across the country provide Care.Right.Now. through delivery of health information, education, and advice in a culturally and linguistically sensitive manner. NurseWise has locations in Tempe, Ariz.; El Paso, Texas; Tyler,

NurseWise Leader to Speak at World Congress Annual Leadership Summit

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For more information, please visit our website <http://www.nursewise.com> or contact us today at info@nursewise.com.