



MEDIA KIT

**2024**

QUALITY AWARDS

## Sample news story

*Share this news on your website or send it as a news release. Feel free to edit, add more information and include your own quote.*

### **[Insert name] named a Priority Health Quality Award recipient**

*[Insert name]* has been named a recipient of a 2024 Quality Award by [Priority Health](#), which honors providers and practices for their commitment to quality patient care and health outcomes. This year, Priority Health is celebrating 1,153 providers at 430 practices throughout Michigan.

The awards are given to physicians who receive the highest overall scores through the Priority Health Primary Care Provider Incentive Program. Offices must meet or exceed the national 90<sup>th</sup> percentile across 12 performance outcomes in preventive care and chronic disease measures, including cancer screening, immunizations and chronic condition management.

*[Insert optional quote]*

During 2024, in partnership with physicians, Priority Health helped health plan members receive necessary preventive health screenings, including colorectal cancer and breast cancer screenings, at rates higher than state and national averages.

"We're thrilled to work with such amazing physicians who truly care about making Michigan a healthier state," said Nick Gates, interim president of Priority Health. "This recognition is our way of celebrating their exceptional care and acknowledging their dedication and expertise."

Awards are based on performance throughout the previous calendar year, so awards presented in 2025 honor provider performance in 2024.

## Sample social media posts

*Share this post on your social media channels. Feel free to edit, add more information and link to a news release. Be sure to tag Priority Health in the post and use the hashtag #PriorityHealthQualityAwards so that we can interact with your post!*

### Sample #1

We're proud to announce we've been named a 2024 Quality Award winner by @PriorityHealth! This award recognizes top physician offices that strive to improve health care outcomes for patients across Michigan. We work hard to help individuals avoid chronic disease complications and live their healthiest lives. #PriorityHealthQualityAwards

### Sample #2

We're excited to announce we've been named a 2024 Quality Award winner by @PriorityHealth! This award recognizes top physician offices that have improved health care outcomes for patients across Michigan, and the award is given to offices that have achieved the highest scores according to the Primary Care Provider Incentive Program. #PriorityHealthQualityAwards

## Social media graphics

Download the graphics below to accompany your social media posts.



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