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For Immediate Release

Neighborhood Health Plan Names New Advertising Partner
Mechanica to support NHP's commercial business growth

June 9, 2015 (BOSTON)--Neighborhood Health Plan (NHP) today announced it has hired Mechanica, a Newburyport-based marketing and brand development firm, to direct its marketing, brand and advertising efforts.

"Neighborhood Health Plan has a very compelling message about its value to Massachusetts employers and we are excited to be partnering with a company like Mechanica that has both deep knowledge – and fresh ideas -- in this area," said Dana Rashti, Chief Strategy and Marketing Officer of Neighborhood Health Plan.

The selection of a new brand development firm reflects NHP's ongoing commitment to diversify beyond Medicaid into the commercial market, where it has grown significantly over the past two years. The company currently serves businesses and individuals throughout Massachusetts and is becoming the plan of choice for a number of small to mid-size organizations that are attracted to its value, network and customer service.

"We're thrilled to be partnering with Neighborhood Health Plan. Their brand and organization have a proven ability to deliver an extremely high quality experience in a very cost-effective manner. The opportunity now is to expand the brand's presence and impact in the commercial world. This is the kind of challenge that gets us out of bed

in the morning," said Ted Nelson, CEO and Strategy Director, Mechanica.

Mechanica is an award-winning marketing and brand development firm specializing in out-of-the-box strategies for marketers from a variety of industries and non-profit organizations. Clients include: Saucony, Akamai, Sea Cuisine and The Sloan Foundation.

About Neighborhood Health Plan

Neighborhood Health Plan (NHP) is an NCQA-accredited, not-for-profit health plan that provides coverage to over 300,000 commercial and MassHealth members. For more than 25 years, employers, individuals, and families across Massachusetts have turned to NHP for health care coverage that is both high-quality and affordable. NHP is known for plans that are easy-to-understand and manage. Members have access to a robust network of top doctors, community health centers, and academic and regional hospitals. Founded in 1986 with a commitment to promote health equity for members within the diverse communities we serve, NHP's service and care management programs today continue the tradition of personalized and high-quality care. NHP is a member of Partners HealthCare.