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Our first care is your health care
ARIZONA HEALTH CARE COST CONTAINMENT SYSTEM

March 16, 2010

Mr. Rick Frederickson
Chief Executive Officer
Bridgeway Health Solutions
1501 West Fountain Head Parkway, Suite 201
Tempe, AZ 85282

RE: Corrective Action Plan for Marketing Violation

Dear Mr. Frederickson:

AHCCCS received a brochure regarding the Disability Empowerment Center Health and Wellness Fair 2010 with Bridgeway's logo. This brochure was not submitted to the Marketing Committee for approval and is a violation of AHCCCS ACOM Policy 101.

Therefore, AHCCCS is requiring Bridgeway to submit a corrective action plan that clearly defines what measures will be taken to prevent this from reoccurring in the future. The plan should include action steps, names of responsible parties and timeframes.

As previously indicated in our February 19, 2010 letter, all media materials related to Bridgeway's Premier Partner Level sponsorship of the Disability Empowerment Center Health and Wellness Fair 2010 must be submitted to the Marketing Committee for review and approval prior to publication and that a future violation such as this could result in Administrative Action, including sanction.

Should you have any questions, please feel free to contact me at 602-417-4072 or by e-mail at Rodd.Mas@azahcccs.gov.

Sincerely,

Via Email

Rodd Mas
Marketing Committee Chairperson
AHCCCS

C: Nicole Larson, Bridgeway Director of Compliance
Gina Aker, AHCCCS
PJ Schoenstene, AHCCCS