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# Abri Health Plan launches new Medicaid HMO

Abri Health Plan Inc. of Thiensville is launching a new health maintenance organization (HMO) to provide care to Medicaid recipients in Milwaukee and Waukesha counties.

Abri will work with medical and dental providers to establish the HMO, which will feature a "flexible-friendly-formulary" program that has been set up as a local pharmacy benefit manager.

Providers of Abri will have access to technology solutions using interactive voice response, electronic data interchange and Web access. The systems will enable providers to verify eligibility status, and claims status and submit referrals, pre-authorizations and claims.

Abri will operate from the offices it shares with its sister company, KeyLink Solutions Inc., at 216 Green Bay Road in Thiensville. KeyLink is a third-party

administrator for self-funded employer benefit plans.

Abri also plans to expand into commercial product offerings and will expand its Medicaid HMO program to other nearby counties.

Abri has hired Julie Barbieri as its Medicaid/Badger Care HMO advocate. Barbieri, who received her master's degree in social work at the University of Wisconsin-Milwaukee, was the 2002 recipient of the Helen C. Carey Award for Academic Excellence.

Keylink has hired Randy Westley as director of provider relations. Westley has 17 years of experience in physician office management, claims billing and operational services. Most recently, he served as administrator for Southside Pediatrics, a six-physician clinic with multiple locations.