

Our Successes



The Emmy award will be on display in the FAP lobby display case until Monday, Oct. 24.

Highmark contributes to Emmy-winning WQED disabilities segment; Emmy on display in FAP

Now's your chance to get an up-close look at an Emmy Award.

(October 6, 2011) More than 1.8 million people in Pennsylvania are living with a disability. Highmark has been very proactive in supporting people with disabilities.

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To promote inclusion, Highmark funded a week-long WQED, OnQ series about "Living Well with Disabilities."

Not only was the whole series well-received within the community of those with disabilities, but the Mid-Atlantic Chapter of the National Academy of Television Arts & Science also was impressed, specifically with the segment, "Minspeak."

The Minspeak segment, which aired on May 11, won an Emmy in the Health Program Feature or Segment category, at the 2011 Mid-Atlantic Emmy Awards ceremony in Philadelphia.

Watch the Emmy-winning segment, [Minspeak](#).

The program was made possible through the funding provided by Highmark.

Consulting with the experts

Providing WQED's producers with background and technical information was very important in the planning phase of the series.

Highmark worked closely with the FISA Foundation, a foundation that provides grants to nonprofit organizations in southwestern Pennsylvania that improve the lives of women, girls and people with disabilities, on deciding what to include in the program.

"FISA was very instrumental in helping us pull together the subject matter for the series," said **Mary Anne Papale**, director, Community Affairs – West.

"With the support of FISA, we were able to provide the producers at WQED with in-depth technical and background information for the series," she said.

"After we pulled the outline of the program together, we sent it to WQED, along with the names of individuals they could interview, and let them direct the production," she added.

"Overall, the series was well-received within the community of those with disabilities," said Papale, adding, "We got a lot of good PR for having sponsored this program."

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[Rutgers University honors Viva's president; summer youth program a success](#)

[New Pittsburgh Courier recognizes two Highmark employees as Women of Excellence](#)

Winning segment: Minspeak

Minspeak is just one of the many fascinating technologies available to help physically challenged people lead fuller lives.

Pierina Morelli, producer of the Minspeak segment, focused on this communication device which allows people to independently communicate through a small number of pictures – called icons – without having to spell or to learn and navigate through a large set of pictures. [Watch the WQED Minspeak segment](#) to learn more about this technology.

Emmy on display in FAP

If you've never seen an Emmy in person, now's your chance.

The Emmy award WQED won for the Minspeak segment will be on display in the display case in the lobby of Fifth Avenue Place by the security desk until Monday, Oct. 24.

Stop by and take a look at the award.