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**FOR IMMEDIATE RELEASE**

**AVMED PROMOTES JAMES REPP TO CORPORATE HEAD OF SALES**

**MIAMI, January 25, 2007** — AvMed Health Plans announced the promotion of James M. Repp to the position of Corporate Head of Sales. Repp is a seasoned sales leader with nearly 15 years of experience within the managed care industry. He will remain based at AvMed's headquarters in Miami.

In his new position, Repp will lead all sales initiatives related to the commercial product line and oversee a sales organization consisting of six regional offices throughout the state. He will also be responsible for developing and extending relationships with agents, brokers and consultants within each of AvMed's regional markets.



**JAMES REPP**

"As Florida's 'hometown health plan,' AvMed is committed to growing our company across the state, and we are excited to have Jim leading our growth efforts. His knowledge, experience and enthusiasm have been instrumental in successfully growing our South Florida membership and these attributes will help us grow our business in other regions around the state," said Ed Hannum, AvMed's Senior Vice President of Sales & Marketing.

AvMed has an extensive and growing provider network across the state and recently began offering health coverage to businesses in South Lake County. In the past few years, AvMed has continued to improve according to national benchmarks for measuring quality and member satisfaction, especially among members pleased with their entire experience with AvMed and its customer service. More than seven out of every 10 members give AvMed high marks for care and customer service (8 or higher on a scale of one to 10).

Repp holds a bachelor's degree from the Ohio State University. He is a member of the Florida Association of Health Plans, the national Association of Health Plans and is a member of the Chairman's Circle with the Greater Miami Chamber of Commerce.

**About AvMed Health Plans**

AvMed Health Plans has been providing Floridians access to health care for over 35 years. Through an extensive agent and broker network, AvMed offers health care coverage solutions for large and small businesses around the state. AvMed's competitive rates and highly personalized service are valued by clients, many of whom have been with AvMed for over 15 years. Headquartered in Florida, AvMed has offices in Miami, Ft. Lauderdale, Orlando, Tampa, Gainesville and Jacksonville. Additionally, AvMed offers health care products to Medicare beneficiaries in Miami-Dade and Broward counties in South Florida. For more information, visit [www.AvMed.org](http://www.AvMed.org).

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