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FOR IMMEDIATE RELEASE

ALLAN BOSHELL NAMED AVMED HEALTH PLANS' REGIONAL VICE PRESIDENT, NETWORK – SOUTH FLORIDA

MIAMI, December 23, 2009 — Allan Boshell has been named AvMed's Regional Vice President for its provider network in South Florida. He will provide the operational and strategic leadership for provider network development and contracting and provider relations in this market.

"Allan has a demonstrated record of success not only in the managed care arena with hospitals and physician groups but also with health plans," said Susan Knapp Pinnas, AvMed's Senior Vice President of Network.

"I am looking forward to contributing to the future success of AvMed and honored to join such a talented team," said Boshell.

For the past seven years, Boshell served as Contracting and Business Development Officer for the Cleveland Clinic. There, he led highly successful initiatives in improving both the hospital and physician contracts as well as in developing programs for community outreach and physician referrals. Prior to Cleveland Clinic, Boshell served as the South Florida Executive Director for both Coventry Health Care and Physician Corporation of America. Early in his career, he worked for the North Broward Hospital District and CIGNA.

AvMed is one of Florida's oldest and largest not-for-profit health plans, and is solely focused on providing health coverage to Florida citizens and businesses. AvMed is one of only a few health plans in the United States that enjoys dual "Excellent" accreditation status for both its Commercial and Medicare health plans from the National Committee for Quality Assurance (NCQA). For the fifth consecutive year, AvMed has received the highest overall rating of any Florida plan reporting Health Maintenance Organization and Point of Service product data to the NCQA from the Consumer Assessment of Healthcare Providers and Systems survey (CAHPS). In addition, AvMed has received an "A," or "Excellent" rating by TheStreet.com Ratings, placing it among the top 6 percent of all health plans in the United States in terms of financial strength. AvMed has offices in Miami, Fort Lauderdale, Orlando, Tampa, Gainesville and Jacksonville. For more information visit www.avmed.org

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