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FOR IMMEDIATE RELEASE

DAVID BUTLER NAMED AVMED HEALTH PLANS' REGIONAL VICE PRESIDENT, NETWORK - NORTH & CENTRAL FLORIDA

MIAMI, December 23, 2009 — David Butler has been named AvMed's Regional Vice President for its provider network in north and central Florida. He will lead the strategic development and execution of business growth opportunities for continued membership retention and expansion in those areas.

"David has developed a strong knowledge base of these markets and relationships with the providers and has a proven record of accomplishment," said Susan Knapp Pinnas, AvMed's Senior Vice President of Network. "I am confident that he will be an outstanding leader and contributor to AvMed in expanding our presence and competitive position in these key growth areas."

"I am excited about joining such a talented team at AvMed and look forward to the challenges ahead," said Butler.

"Butler is a seasoned executive with a broad spectrum of experience in managed care and the insurance industry," added Pinnas.

For the past five years, he served as the Network Lead and Director of Contracting for North and Central Florida at CIGNA. There, Butler was responsible for directing a team of contractors and support personnel for hospital, physician and ancillary contracting in the state of Florida. Prior to CIGNA, he held a Senior Network Manager position at Aetna. Butler has held various CFO and COO roles working in Houston at Cap Management Systems, ASO North America, and Sierra Health Services. A 30-year veteran of the industry, Butler launched his career in 1974 working in several positions with Prudential in their Jacksonville; Tulsa, Oklahoma; and Houston, Texas offices.

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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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