



For Immediate Release

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AvMed Health Plans Team Up with Healthyroads to Help Set Personalized Health Goals for Members

Miami, FL (September 25, 2009) – AvMed Health Plans, one of Florida’s oldest and largest not-for-profit health plans, and Healthyroads, a prevention and wellness management services organization, will collaborate to provide AvMed members with online tools to help them evaluate health risks and set personal wellness goals. Healthyroads will offer members a consumer-friendly, self-help personal health improvement program.

“AvMed is committed to our members’ health and well-being. Healthyroads offers a wide range of wellness solutions to identify and minimize health risks,” said Dr. Kirk Cianciolo, AvMed’s senior vice president and chief medical officer. “We thought it was a good fit, since both AvMed and Healthyroads empower its members to take an active role in managing their health.”

Healthyroads services were made available to more than 260,000 AvMed members throughout Florida on July 1, 2009. AvMed members currently have access to an interactive health report card. Healthyroads will enhance this and help members identify health risks using personal medical histories and questions about diet, exercise habits, and consumption of drugs and alcohol.

“AvMed is consistently ranked among the best health plans in terms of quality and member satisfaction,” said George DeVries, chairman and CEO of Healthyroads. “Healthyroads is proud to offer our own award-winning products to AvMed to help improve the health of its members.”

About AvMed Health Plans

With more than 35 years in Florida, AvMed is one of the state’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. In addition, AvMed has received an “A,” or “Excellent” rating by TheStreet.com Ratings, placing it among the top six percent of all health plans in the United States in terms of financial strength. To access AvMed’s Health Report Card log on to www.avmed.org.

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About Healthyroads

Healthyroads, Inc., the prevention and wellness management services subsidiary of American Specialty Health Incorporated (ASH), offers a wide range of wellness solutions, including award-winning telephone-based coaching programs for weight management, tobacco cessation, and healthy living, and products and resources through its integrated Web site, Healthyroads.com.

For more information about Healthyroads programs, visit Healthyroads.com or call 877.330.2746.

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