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**FOR IMMEDIATE RELEASE**

**VINCENZO (VINCE) FERRI NAMED AVMED HEALTH PLANS' NEW  
VICE PRESIDENT – CHIEF INFORMATION OFFICER**

**MIAMI, FL – March 12, 2010** — Vincenzo (Vince) Ferri has been named AvMed's Vice President – Chief Information Officer. As a member of AvMed's leadership team, Ferri will have oversight responsibility and accountability for leading the overall information services/technology strategies for SantaFe HealthCare and its Affiliates, with primary focus for AvMed Health Plans.

“AvMed conducted an extensive national search to find a candidate with a wealth of corporate Information Technology (IT) experience that Vince brings,” said Ed Hannum, AvMed's President and COO. “He has spent many years in information systems and we are thrilled to have him join our organization.”

“It is with honor and great pleasure that I join AvMed and the SantaFe HealthCare family. This is a company with a culture of applying technology to offer personalized service to its customers,” said Ferri. “I am looking forward to working with AvMed's leadership team to continually align IT investments in support of its mission to serve Florida's communities.”

Ferri has more than 20 years experience in corporate Information Technology systems, including application development services and development of corporate-wide strategies, policies, and procedures for the acquisition, implementation, and appropriate use of IT.

He began his career with Anderson Consulting in their Technology Group in Detroit, Michigan. Ferri broadened his experience with Kmart Corporation before accepting a position with Health Alliance Plan (HAP), an affiliate of the Henry Ford Health System. Most recently, he served as Vice President, Business Affiliations & HAP Preferred, Inc.

Ferri earned his Bachelor of Science in Computer Engineering at the University of Michigan and an MBA from Wayne State University. He is an active member of the Managed Care Executive Group (MCEG) and the Society of Information Management (SIM), Detroit chapter.

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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](http://www.avmed.org).

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