

Contact:
Conchita Ruiz-Topinka
Director, Communications
AvMed Health Plans
(305) 671-7306
Conchita.ruiz@avmed.org

FOR IMMEDIATE RELEASE

**AVMED HEALTH PLANS AND WAX CUSTOM COMMUNICATIONS
PARTNER IN THE PUBLICATION OF ASPIRE**

April 22, 2010 (Miami, FL)—AvMed Health Plans, with help from Wax Custom Communications, has launched *Aspire*, a newly redesigned magazine specifically for AvMed’s Medicare members. The magazine landed in the mailboxes of approximately 23,000 AvMed Medicare Preferred members in Miami-Dade and Broward counties this April. Formerly a quarterly (*AvMed Magazine*), *Aspire* has increased its frequency to six issues a year.

Aspire features information and updates about AvMed’s Medicare Advantage plan, along with practical information designed to help customers enhance their overall health and wellbeing. “The magazine was titled *Aspire* because we felt it was the perfect word to sum up our attitude towards health,” said Winston H. Lonsdale, Vice President and Chief Medicare Executive, AvMed Health Plans. “The word *aspire* means to have a great ambition, an ultimate goal, a strong desire, a willingness to strive. In this magazine, our goal is to inspire and support our customers as they optimize their health.”

Created especially for Medicare members, *Aspire* includes profiles of healthy seniors and articles aimed at promoting longevity and healthy living. “Our goal is to encourage readers to use the many member benefits already offered to them,” said Lonsdale. Those benefits include a new affiliation with the SilverSneakers® Fitness Program, discounted Weight Watchers™ memberships and discounts on acupuncture, massage therapy and complementary medicines to improve their health. AvMed has also implemented new initiatives to provide additional services to their members, including the improvement of their Personal Service Representative (PSR) program.

Wax, who partnered with AvMed to publish *Aspire*, has worked with AvMed for 20 years, starting with the publication of one title and evolving into a wide range of integrated marketing products. “AvMed has always been known for its personalized, caring approach to healthcare,” says Bill Wax, president and founder of Wax Custom Communications. “*Aspire* represents an outstanding opportunity for AvMed to convey information to help members take charge of their own health and wellness.”

- MORE -

About AvMed Health Plans

With more than 40 years in Florida, AvMed 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), the nation’s top health care quality evaluator. AvMed has offices in Miami, Ft. Lauderdale, Orlando, Tampa, Gainesville and Jacksonville. For more information about AvMed, visit www.avmed.org.

About Wax Custom Communications

Founded in 1987 by Pulitzer Prize nominated photojournalist Bill Wax, Wax Custom Communications is a full-service custom publisher and integrated marketing firm based in Miami, Fla. A member of the Custom Publishing Council and the American Marketing Association, Wax is active in business sectors including health, finance, insurance, education, technology and telecommunications.

- # # # -