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FOR IMMEDIATE RELEASE

AvMed Medicare members say they value “the AvMed difference”

Retired South Florida anchorman Dwight Lauderdale interviews AvMed members in a series of new Medicare Advantage commercials targeted to Medicare members in Broward and Miami-Dade counties.

Miami, FL (October 14, 2011) – It’s almost open enrollment time for millions of Medicare members, and members in Broward and Miami-Dade counties are very likely to find, “your doctor is in,” if they choose AvMed’s Medicare Advantage Plan.

For more than 40 years, Floridians have joined AvMed Health Plans for its superior network of doctors, specialists and hospitals; health and wellness programs; and personalized round-the-clock service. AvMed has offered a Medicare Plan in South Florida since 1983.

AvMed’s network includes more than 5,000 Florida physicians and every leading Florida hospital, and is one of AvMed’s top-rated features, according to its members whose stories are featured in new TV commercials now running in South Florida.

The new commercials were filmed during several ‘no-holds-barred’ discussions with AvMed Medicare members about their AvMed health plan. Retired South Florida news anchorman Dwight Lauderdale moderated the discussions “as the cameras rolled.”

“Seniors get bombarded with marketing messages during Medicare’s annual open enrollments, and we know it can become overwhelming,” says Winston Lonsdale, Chief Medicare Executive at AvMed, “Especially this year, with open enrollment starting earlier and ending sooner than in previous years.”

“That’s why we decided to keep our communications simple this year, by letting our Medicare members tell AvMed’s story, in their own words.”

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AvMed's Network Means More Choices

AvMed, a not-for-profit, Florida-focused provider of managed care (HMO) health plans, offers one of the largest Medicare networks in Florida. Lonsdale says a big provider network is important to AvMed's members because, "they value their relationships with their doctors, and they want control over which health providers they see."

"A big network gives you choices you don't get from many other plans, including those plans that limit you to their 'owned' physicians and facilities."

More choices are part of what AvMed Health Plans calls, "the AvMed difference." That difference starts with the fact that AvMed is a not-for-profit health plan.

"This means that AvMed can invest the premiums we receive in member services, instead of having to give a return to Wall Street," said Lonsdale.

Members in the commercial also praised AvMed's more personalized service, seven days a week and around the clock; its Healthy Living programs that help members get the information and support they need to get healthy and stay healthy; and its specialized support for members with chronic health conditions who may need extra help to manage their care requirements.

AvMed Also is Highly Rated by its Providers and Independent Evaluators

In a First Quarter 2011 study of physician satisfaction with health plan providers, conducted by Brooks-Rose Marketing Research, an independent third party, nine out of 10 physicians said they would recommend AvMed to their patients.

The National Committee for Quality Assurance (NCQA), the nation's leading evaluator of health plans, has accredited both AvMed's Medicare and Commercial products as 'Excellent,' a distinction shared by only a select group of health plans in the U.S.

More than a quarter million Floridians currently rely on AvMed to meet their health care needs.

About AvMed

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. It offers health coverage options to large and small employers in most major markets around the state; Medicare Advantage products in Broward and Miami-Dade counties; and Individual coverage in Broward, Palm Beach and Miami-Dade counties. For more information on AvMed and its Medicare Advantage plan, visit AvMed's Web Site at www.avmed.org, or call **1-888-635-3631**.

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