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FOR IMMEDIATE RELEASE

AvMed Gears up for State of Florida Open Enrollment Period Beginning November 7

(Miami, FL) November 3, 2011 - AvMed Health Plans is eager to welcome up to 20,000 newly eligible state employees and retirees to its health plan. AvMed, which has been serving state of Florida employees for over 30 years, will now be available to state employees in 37 counties. The company currently provides HMO coverage for state workers and retirees in 30 Florida counties, and insures more than a quarter million Floridians through its contracts with large and small employers, government agencies and individuals.

“AvMed’s HMO plan not only provides access to quality care, it engages members to help them become educated consumers of healthcare. We provide members the tools they need to ask the right questions and manage their care as efficiently as possible. Making sure members are getting the right care in the right setting also helps employers rein in rising health costs – a major concern for the state and many other employers,” said Ed Hannum, President and Chief Operating Officer for AvMed. “We want members to take personal responsibility for their health and we empower them to do so.”

The state decided this year to offer employee health benefits on a self funded basis in an attempt to hold down the cost of providing a comprehensive plan for its employees and retirees. The state has projected that the new contracts for 2012 is expected to reduce state costs by about \$400 million over the next two years.

AvMed is currently the largest HMO provider for state employees. These members get easy access to preventive care and specialists when they need it. Members with chronic conditions or complex medical issues get special assistance to manage their health and control costs. To promote wellness, AvMed offers members incentives or support for healthy lifestyle choices such as smoking cessation, weight loss and gym memberships. Personalized health risk assessments help members develop their own health improvement plans.

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Hannum says that AvMed is working closely with the state Department of Management Services, taking steps to make the transition to AvMed as smooth as possible for new members. “We know this is an important decision and our goal is to make enrollment as easy as possible for these new members,” said Hannum.

“We have high expectations of AvMed and transition execution is critical for our employees. There has been considerable communication with State employees including a record number of employees attending benefit fairs across the State, and it is important they “Take Time and Take Action” regarding their healthcare choices,” said Florida Department of Management Services Secretary John P. Miles.

AvMed was awarded state contracts for the counties across all of the state’s big urban areas — including Miami-Dade, Broward, Palm Beach, Hillsborough, Pinellas, Duval, Orange, Polk and Volusia counties. In addition, state employees and retirees will be able to choose AvMed as their HMO provider in Alachua, Baker, Bradford, Citrus, Clay, Columbia, Dixie, Flagler, Gilchrist, Hamilton, Hardee, Hernando, Highlands, Indian River, Lake, Levy, Manatee, Marion, Martin, Nassau, Osceola, Pasco, St. Johns, St. Lucie, Seminole, Sumter, Suwannee, and Union counties.

About AvMed

With headquarters in Miami, AvMed Health Plans is one of Florida’s oldest and largest not-for-profit health plans. What started as a health plan serving the aviation industry in South Florida, today serves a membership of over 320,000 Floridians. AvMed is one of only a few health plans in the United States that has been awarded dual “Excellent” accreditation status for both Commercial and Medicare by the National Committee on Quality Assurance, the nation’s leading evaluator of health plans. The company also has a longstanding reputation for personalized customer service and is consistently rated above other statewide plans in customer satisfaction. For more information on AvMed visit the company’s website at www.avmed.org .

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