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FOR IMMEDIATE RELEASE

AVMED HEALTH PLANS GOES RED FOR WOMEN

MIAMI, Feb. 4, 2011—AvMed Health Plans united with more than 100 community leaders this morning at the American Heart Association’s Go Red For Women annual breakfast. As the main sponsor of the event, AvMed joined NBC 6 Anchor Jackie Nespral, South Miami Cardiologist Dr. Abbe Rosenbaum, National Go Red For Women Spokeswoman Gloria Boisvert, PRIMP Salon & Hair Extension Boutique’s Jonathan Babicka and Palmetto General Hospital’s Ana Mederos to raise awareness about heart disease among women.

“We’re proud to be part of an event that reminds women and community leaders to take proactive steps now to improve their health in order to prevent cardiovascular disease,” said Susan Pinnas, Senior Vice President of Provider Operations and Services for AvMed. “By joining together, we can raise awareness about the dangers of heart disease and lead women on the path to a healthier life.”

“I make it my mission to fight heart disease by sharing my heart experience with others,” said Boisvert. “My hope is to empower and inspire other women to take control of their heart health so that they can be there for those they love most.”

The breakfast also featured an interactive display focusing on the American Heart Association’s “Life’s Simple 7” list. Each booth brought to life the seven attributes to reduce heart disease, which are: Get active, manage blood pressure, control cholesterol, eat better, lose weight, reduce blood sugar and stop smoking.

Go Red For Women is the American Heart Association’s solution to save women’s lives. With one out of three women still dying from heart disease, American Heart Association is committed to fighting this No. 1 killer that is largely preventable. Their online resource provides information and education, connects millions of women of all ages and gives them tangible advice to turn personal choices into life-saving actions. For more information about Go Red For Women, visit www.GoRedForWomen.org or call 1-888-MY-HEART (1-888-694-3278).

About AvMed Health Plans

For more than 40 years, Floridians have joined AvMed for its superior network of doctors, specialists and hospitals; health and wellness programs; and personalized round-the-clock service. 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), the nation’s top health care quality evaluator. AvMed 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 about AvMed, visit www.avmed.org. ###