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**FOR IMMEDIATE RELEASE**

**AVMED EXPANDS POPULAR HEALTH PLAN PROGRAM TO PALM BEACH RESIDENTS**

**MIAMI, March 11, 2011**—After experiencing a one-year enrollment increase of 328 percent in Miami-Dade and Broward counties, AvMed Health Plans is pleased to announce that Individual Health Plans are currently available for purchase in Palm Beach County. Residents within the region can now access AvMed’s superior network of participating health care service providers through three plan options: Easy, Elite and HSA-Qualified.

“We’re delighted to announce our expansion into Palm Beach County, which will allow more Florida residents to access AvMed’s vast network, consisting of more than 23,000 physicians, specialists and hospitals,” said Greg Fischer, AvMed’s Senior Vice President of Sales & Marketing. “These popular plan options are a great way for individuals to be introduced to AvMed’s quality services and excellent customer support, and we look forward to expanding further in the coming years.”

Each Individual Plan option has many unique features:

- The [Easy](#) plan features access to a broad network of providers, predictable out-of-pocket costs, access to specialists without a referral and free-of-charge access to preventive care.
- The [Elite](#) plan offers insurance holders all of the Easy plan features, as well as the ability to visit any doctor or hospital anywhere in the United States, in- and out-of-network benefits, and low co-payments with no in-network deductible.
- The [HSA- Qualified](#) plan is a high-deductible health plan that can be paired with a Health Savings Account, which is tax-free and can be used as a long-term savings account for health care expenses.

For more information about Individual Health Plans contact an independent insurance agent or for a free quote, visit <http://www.avmed.org/Individual>.

**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, Miami-Dade and Palm Beach counties. For more information about AvMed, visit [www.avmed.org](http://www.avmed.org).

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