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### FOR IMMEDIATE RELEASE

## AVMED PRESIDENT JOINS LOCAL HEALTH LEADERS AT REGIONAL SUMMIT

**Miami, FL – January 19, 2012** – Health care reform is serving as a catalyst for discussions about tackling the high cost of delivering health care in this country. That was the consensus of a panel of health experts at a recent economic summit in Miami. AvMed Health Plans President Ed Hannum joined other local health sector leaders for a panel discussion at the recent Greater Miami Chamber of Commerce’s Regional Economic Summit.

“We all agree that the costs of the current health care delivery model are not sustainable,” says Hannum. He sees an inevitable shift toward more individual accountability when it comes to health. “At some point, individuals have to take responsibility for their own health. As an industry we are doing whatever possible to provide the tools and education necessary for our members to maintain a healthy lifestyle,” he says.

Hannum was joined on the healthcare panel by hospital CEO’s Brian Keeley of Baptist Health System and Dr. Narendra Kini of Miami Children’s Hospital along with Joseph Caruncho, CEO of Preferred Care. The moderator was journalist Helen Ferre Aguirre. The group also discussed innovative ways to address prevention and how the current delivery system can more effectively manage health conditions in general. Hannum says creative partnerships between hospitals, doctors, other health care providers and health insurance plans are key.

The Chamber summit examined South Florida’s economic engines to identify opportunities and threats to the region’s viability in four key industries: Banking/Financial Services; Travel, Tourism and International Trade; Real Estate/Construction; and Healthcare.

### **About AvMed Health Plans**

AvMed has been providing health care coverage to Florida citizens and businesses for over 40 years. 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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