

Contact:
Conchita Ruiz-Topinka
Director, Corporate Communications
AvMed Health Plans
305-671-7306
Conchita.ruiz@avmed.org

FOR IMMEDIATE RELEASE

AVMED HEALTH PLANS RECOGNIZES BUSINESS LEADERS

Miami, FL – January 25, 2012 – AvMed Health Plans recognizes the finalists for the Tampa Bay Business Journal's 2012 CFO of the Year awards. The category winner and overall CFO of the Year will be announced at a luncheon on February 16, 2012.

<http://www.bizjournals.com/tampabay/news/2012/01/13/2012-cfo-of-the-year-finalists-named.html>

“We congratulate the finalists for their outstanding dedication in the business, health care, technology and education arena,” said Ed Hannum, AvMed President & COO. “These companies are all performing at the top of their game. AvMed works with Florida businesses every day to help them improve the health of their employees while maintaining the company's financial health. We recognize that the CFO is on the front lines of that challenge.”

AvMed's portfolio of health plans offers solutions for both large and small employers. Today's business leaders want to ensure that if employees have to share more of the health care costs, they are getting the tools and support they need to make informed health care decisions. “Executives want a healthy bottom line. We help them balance that with maintaining a healthy workforce. We focus on prevention and wellness with proven initiatives that help employees stay healthy and productive. Healthy employees translate to a healthy bottom line,” added Hannum.

AvMed is proud of its Florida roots and 40 year history of providing trademark service. We consistently rate well above the state average for consumer satisfaction, according to the NCQA's annual Consumer Assessment of Healthcare Providers and Systems survey (CAHPS).*

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.

- # # # -

*Highest overall rating of statewide plans reporting Health Maintenance Organization (HMO) and Point of Service (POS) product data to the National Committee for Quality Assurance for (CAHPS). CAHPS® is a registered trademark of the Agency of Healthcare Research and Quality (AHRQ).