



What it means to be
**Florida-
focused**

Health plans with **your health** in mind.

AvMED
HEALTH PLANS

IN BRIEF

Welcome to AvMed

What it means to be Florida-focused

Dear Friends,

AvMed Health Plans has operated in Florida for the past 40 years and our commitment to providing quality healthcare to the people of Florida will last for many years to come. As a not-for-profit, community-based health plan, AvMed is able to directly impact the quality of life of our members and the local communities we serve.

We believe that businesses have a responsibility to give back to the community through a variety of outreach programs, and we're proud of our contributions in this area.

We are fully committed to supporting the communities we serve through charitable contributions and sponsorships. Our charitable involvement is aligned with corporate business goals that support our mission to positively impact the health of the community and to contribute to causes that increase the quality of life in the community through support for education and economic development.

Here is a brief sampling of our work in the community:

- Donated over \$135,000 to the United Way through payroll donations and employee fundraisers.
- Created the first Florida-based research grant for the American Federation for Aging Research, which strives to support research for new and improved ways to approach the science of healthier aging.
- Collaborated with the Alachua County Health Department and School Board, and the University of Florida to provide area schools with flu immunizations.
- Partnered with the American Heart Association, the National Kidney Foundation, and March of Dimes, providing sponsorships for these organizations' walks, which are designed to raise awareness and funds.
- Supported kid-focused programs such as the YMCA, Boys and Girls Clubs, Orange Bowl Youth Football Alliance, The Girl's Place Foundation, and the Nat Moore Foundation.

Our commitment to the community doesn't waver, and we look forward to continuing to serve our fellow Floridians.

Sincerely,



Edwin W. Hannum
President & COO
AvMed Health Plans

MICHAEL P. GALLAGHER
Chief Executive Officer

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BE PROUD

Building Community

AvMed Health Plans is extremely proud of its not-for-profit history and strong Florida roots in the community. We believe in giving back, and are involved with a variety of outreach programs.

As members of Florida's business community, AvMed Health Plans, along with our parent company SantaFe HealthCare and its other affiliates, is committed to supporting the communities we serve through charitable contributions and sponsorships. We focus the majority of our contributions on health-related causes.

Our charitable involvement is aligned with corporate business goals that support our mission by positively impacting the health of a community, contributing to its general quality of life, such as with education and economic development, and improving business relationships with clients and providers.



Live Inspired

Because of our corporate commitment to the community, we encourage our employees to do the same. Each year, employees around the state embrace the **United Way** campaign. Last year, AvMed employees statewide raised over \$135,000. As part of the AvMed Lives United program entitled "We, Not Me," Gainesville-based employees collected over 12,000 food items and children's books in their food and book drive. They donated over \$75,000 through payroll donations, leadership givers, and other donations. As a result of their hard work, AvMed employees doubled their monetary donation goal. It paid off too: AvMed brought home the United Way of North Central Florida Inspiring Success Award for 2009!

Healthy Aging

The American Federation for Aging Research

AvMed Health Plans created the first Florida-based research grant for the **American Federation for Aging Research** (AFAR). Appropriately named the AvMed Health Plans AFAR Florida Research Grant, the first award was given to Dr. Yongjie Zhang, a post-doctoral Fellow in the Department of Neuroscience at the Mayo Clinic College of Medicine in Jacksonville. AvMed was recognized by AFAR for its vision and leadership in making aging research and healthy aging a priority in Florida.

“Thanks to AvMed, young research scientists throughout Florida who apply for national AFAR Research Grants now can also compete for AFAR’s first Florida-based research grant,” said Bernard Roos, M.D., president of the AFAR Florida board of directors. “AvMed will provide timely support as current cutbacks in federal funding jeopardize the careers of many promising investigators who are working to understand how aging influences disease.”

The American Federation for Aging Research continues to search for new and improved ways to approach the science of healthy aging. Their grant and scholarship programs, to which AvMed is a dedicated donor, encourage scientists and physicians to seek careers in the field of aging. For more information, visit their Web site at www.afar.org.

AFAR believes, “Studying aging requires two complementary approaches: studying the components of disease that are related to aging and studying the underlying mechanisms of aging and how they regulate the processes in our bodies.” Their mission is to support biological and biomedical research on aging. Thanks to AvMed’s \$37,500 gift, this will continue to be possible.

Early in 2010, AvMed was honored by AFAR at the Florida Awards Luncheon. This event recognized those who have made significant contributions to the field of aging research.



HEALTHY LIVING

When **Alachua County Public Schools** decided to offer FluMist vaccines to eligible students, AvMed Health Plans stepped in to help. Last year, Alachua County vaccinated 70% of eligible public and private preschool, elementary, and middle school students, this year expanding to the high school level. This effort followed the results of a 10-year Japanese study, which proved that schools are a breeding ground for diseases. By implementing a mandatory school-based immunization program, deaths in Japan as a result of influenza and pneumonia dropped by fifty percent. AvMed collaborated with the University of Florida, Alachua County Health Department, and Alachua County School Board to provide Alachua County schools with flu immunizations.



Walk for a Cure

AvMed Health Plans has partnered with the American Heart Association, the National Kidney Foundation, and March of Dimes to provide sponsorship for these organizations' walks, which are designed to raise awareness and funds.

AvMed Health Plans joined the **American Heart Association** to produce a healthy cookbook. With the theme of "What's Cooking at AvMed," the Client Services division at AvMed visited more than 400 open enrollment fairs throughout the state to spread the word about the American Heart Association and AvMed. Fifty thousand of the 64-page cookbooks were given out during open enrollment.

Additionally, for three consecutive years, AvMed employees have rallied around the American Heart Association's **Go Red for Women** campaign to raise money for research on heart disease in women. Heart disease kills nearly 500,000 women each year in the United States, making it the leading cause of death for women.

The **National Kidney Foundation** is dedicated to preventing kidney and urinary tract diseases. Ed Hannum, President and Chief Operating Officer of AvMed Health Plans, served as Walk Chairman of the Miami Kidney Walk at Crandon Park on Key Biscayne. AvMed also served as walk sponsor, donating \$15,000 to the walk. Over 100 people were recruited to walk with the AvMed team. Additionally, AvMed employees surpassed their \$20,000 goal to support the cause. This, in turn, helped the National Kidney Foundation of Florida exceed their \$150,000 fundraising goal during the walk.

The mission of **March of Dimes** is to improve the health of babies by preventing birth defects, premature birth, and infant mortality. The March of Dimes has, through research, been able to beat polio. They continue their work today in attempting to save babies from premature births. AvMed Health Plans is a March of Dimes presenting sponsor in Gainesville.

For more information, please visit www.heart.org, www.goredforwomen.org, www.kidney.org, www.marchofdimes.com, and www.marchforbabies.org.

INSPIRE CHANGE

Each year, hosts the Prudential-Davis Productivity Awards to publicly recognize and reward state employees whose work significantly increases productivity, promotes innovation to improve the delivery of state services, and saves money for Florida taxpayers and businesses. Ed Hannum, President and Chief Operating Officer of AvMed Health Plans, serves as Chairman of the Judges for the Productivity Awards. "It is a great opportunity to reward outstanding state employees," says Hannum. The State of Florida is a longtime AvMed client.

AvMed also partners with Chambers of Commerce and other civic organizations throughout the state to recognize successful business owners and organizations which are integral to the communities where they live and work. The is one example. This annual event recognizes "Heroes" whose actions represent dedication to excellence beyond the scope of their profession. AvMed Health Plans was an award-presenting sponsor of this year's awards event.



AvMed Health Plans Honored for Community Service

Winner of the 38th annual Work of Heart Business Group Volunteer of the Year

In Gainesville on April 30, 2010, AvMed Health Plans won the award for Business Group Volunteer of the Year at the 38th annual Work of Heart ceremony. Work of Heart celebrates people who make a difference in the Alachua County community. The committee consists of a group of community organizations, such as , that recognize volunteers for their time and commitment.

In 2009, AvMed's Gainesville office raised more than \$167,000 for charitable causes. The office donated thousands of pounds of food for the food program, which provides weekend meals for children who rely on weekday school lunches. Employees also donated 3,000 books to the program, which ensures that children are nurtured developmentally during their first five

years, when brains grow more than at any other time.

In nominating AvMed for the award, Mindy Underberger, Vice President for United Way of North Central Florida, said, "AvMed's monetary and time donations are a reflection of its devotion to humanity."

"We are a mission-driven company and we believe in giving back to the communities where we live and work," Kay Ayers, AvMed's Senior Vice President of Member Services & Human Resources, said. "Our employees have always been extremely generous and focused on a culture of service."



Examples of AvMed's Community Support

- Aging & Disability Resource Center of Broward County
- Alachua County Health Department
- Alachua County Public Schools
- Alachua Lions Club
- Alliance for Aging
- American Cancer Society
- American Diabetes Association
- American Federation for Aging Research (AFAR)
- American Heart Association
- Arc of Alachua County
- Areawide Council on Aging of Broward
- Arteamericas, Inc.
- Arthritis Foundation
- Aspira of Florida
- Baptist Health Foundation
- The Beacon Council
- Boys & Girls Club of Broward
- Broward County Chamber of Commerce
- Children's Home Society
- City of Miami Gardens
- Community Health of South Florida
- Council for Economic Outreach
- Dave and Mary Alper Jewish Community Center (JCC)
- Elder Care of Alachua County
- Family Christian Association of America (FCAA)
- Florida Breast Health Initiative
- Florida TaxWatch
- Gainesville Area Chamber of Commerce
- PACE Center of Palm Beach
- Partnership for Strong Families
- PK Yonge Developmental Research School at the University of Florida
- Police Officer Assistance Trust (POAT)
- Red Cross International
- Ronald McDonald House of Gainesville
- Rotary Club of Gainesville
- Sabina Merlino Special Olympics
- Santa Fe College
- Shands Healthcare
- South Florida Hospital & Healthcare Association (SFHHA) in Southeast Florida
- St. Thomas University
- St. Vincent's Foundation
- Threshold Center for Autism
- Twenty Pearls Foundation
- United Way
- Women in Distress
- Work Life Balance
- YMCA of Miami

Dominando con los Marlins

AvMed Health Plans was founded in South Florida and its headquarters are still based in Miami. Nothing says Miami like a good game of Dominoes! For **Dominando con los Marlins**, AvMed partnered with the Florida Marlins to take a domino tournament on the road to various senior community centers. In addition, during Friday night home games, fans get into the domino action at the stadium. The tournaments culminate in a grand finale game featuring winners from throughout the season. AvMed is also the official sponsor of AvMed Senior Day, when AvMed's Medicare guests and other seniors in attendance have the opportunity to participate in a stroll around the field and meet with a Marlins celebrity.

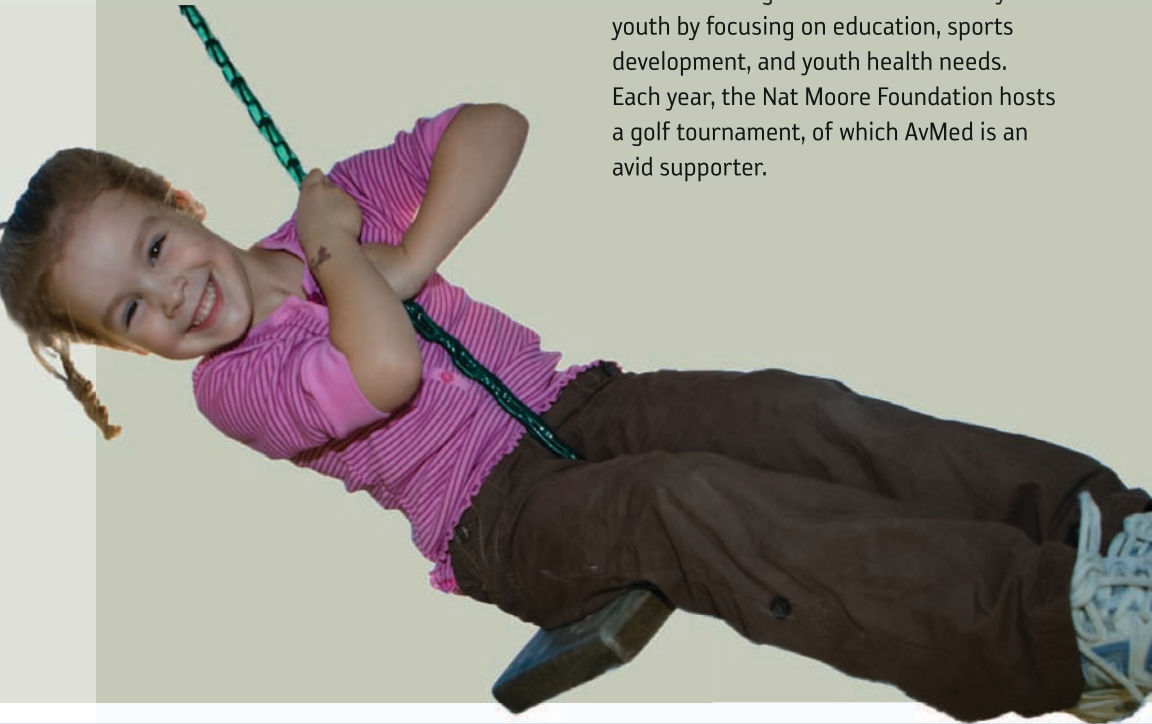


FIT KIDS

Through the **Strong Kids Campaign**, AvMed “adopted” a high-need afterschool program, providing scholarships for qualified children. As part of the outreach, AvMed recently delivered health kits to kids enrolled in the Vineland Elementary program in Miami, one of the **YMCA’s** largest and most successful programs. This comes as a follow-up to an earlier visit, when several AvMed executives had a chance to interact with the children, participating in puppet shows, puzzles, and arts and crafts.

AvMed also supports children’s programs at statewide **Boys and Girls Clubs** around the state and through civic groups such as the **Orange Bowl Committee** which has provided scholarships to over 15,000 youth through the Orange Bowl Youth Football Alliance. AvMed supports **The Girls’ Place Foundation’s** “Hats, Hearts, and Handbags” event, as well as the **Girl Scouts of Gateway and Southeast Florida**.

The **Nat Moore Foundation** attempts to improve the quality of life for disadvantaged Miami-Dade County youth by focusing on education, sports development, and youth health needs. Each year, the Nat Moore Foundation hosts a golf tournament, of which AvMed is an avid supporter.



Visit our Web site at www.avmed.org

