



**FOR IMMEDIATE RELEASE**

**AVMED HEALTH PLANS LAUNCHES “GENERICS WORK” CAMPAIGN**

**Miami, FL, July 15, 2009** – AvMed Health Plans, one of Florida’s leading health benefits providers, has launched the "Generics Work" campaign to educate members about the safety and cost saving benefits of using generic therapeutic alternatives when available. The campaign was recently launched on [www.avmed.org](http://www.avmed.org) and in a series of articles in *AvMed Magazine*.

AvMed is committed to providing its members with the tools and information they need to become educated, cost-conscious health care consumers. The "Generics Work" campaign is ongoing and focused on debunking some of the myths surrounding generics. As part of this effort, AvMed is waiving the co-pay for a one-month supply of certain generic therapeutic alternatives to help members meet their health goals and perhaps save several hundred dollars a year on out-of-pocket expenses.

“In today's economic environment, we know saving money is a priority for our members,” said Ed Hannum, AvMed’s President and CEO. “That's why we encourage the use of generic therapeutic alternatives which are as effective and much more cost effective than their brand-name counterparts.”

Most people believe that if something costs more, it has to be better quality. The standards of quality are the same for generics as brand-name. The Food and Drug Administration (FDA) requires that all drugs be safe and effective. Since generics use the same active ingredients and are shown to work the same way in the body, they have the same risks and benefits as brand-name medications.

“We wouldn’t recommend generic alternatives if we did not feel confident that when a generic drug product is approved and on the market, it has met the rigorous standards established by the FDA with respect to identity, strength, quality, purity and potency,” said Shawn F. Barger, Pharm.D., AvMed’s Director of Clinical Pharmacy Management.

“We want our members to discuss the option of taking a generic alternative with their doctor. Generics are very high quality and the cost savings is a benefit to our members,” Hannum added.

**About AvMed Health Plans**

With more than 35 years in Florida, AvMed is one of the state’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. In addition, AvMed has received an “A,” or “Excellent” rating by TheStreet.com Ratings, placing it among the top nine percent of all health plans in the United States in terms of financial strength. To learn more about AvMed visit the Web site at [www.avmed.org](http://www.avmed.org)

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