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FOR IMMEDIATE RELEASE

**AVMED RECEIVES HIGHEST OVERALL RATING
OF ANY FLORIDA PLAN FROM CAHPS, ACCORDING TO
INDEPENDENT RESEARCH FIRM**

Miami, FL, October 14, 2009 – For the fifth consecutive year, AvMed Health Plans received the highest overall rating of any publicly reported statewide Florida plan that submitted data to NCQA in the Consumer Assessment of Healthcare Providers and Systems survey (CAHPS), according to independent firm DSS Research.

For 2009, AvMed received a score of 77% compared to the state average of 65% for plans reporting Health Maintenance Organization (HMO) and Point of Service (POS) products. AvMed also scored improved results in *Rating of Specialist Physicians*, *Rating of Personal Doctor and How Well Doctors Communicate*.

“This survey validates the positive work done in our Network area and the continued overall rating of the health plan reinforces that we are a consumer-focused organization that provides exemplary service,” said Ed Hannum, AvMed’s President and COO.

The CAHPS® member satisfaction survey is part of a public-private effort between the National Committee for Quality Assurance (NCQA), Agency for Healthcare Research and Quality (AHRQ) and other stakeholders to develop standardized surveys of patients’ experiences with their care.

“AvMed takes these results very seriously because they reflect our long-standing commitment to promote quality care and excellence in customer service,” Hannum added. “We continually strive to improve our services, making it easier and more convenient for our members to obtain quality health care.”

Health care organizations, employers, individual purchasers, consumers and researchers use CAHPS results to: assess the patient-centeredness of care; compare and report on performance; and improve quality of care.

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Page 2

The survey is administered by DSS Research, an independent company and is part of AvMed's 2009 NCQA HEDIS[®] (Healthcare Effectiveness and Data and Information Set) evaluation.

*HEDIS[®] is a registered trademark of NCQA.

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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 (NCQA), the nation's top health care quality evaluator. In addition, AvMed has received an "A," or "Excellent" rating by TheStreet.com Ratings, placing it among the top six percent of all health plans in the United States in terms of financial strength. TheStreet.com Ratings evaluates the financial strength of more than 1,900 health plans across the country. For more information about AvMed or to view a complete HEDIS[®] Report, log on to www.avmed.org.

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