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FOR IMMEDIATE RELEASE

**AvMed Health Plans Achieves CAQH CORE Phase I Certification
for Consistent Healthcare Administrative Data Exchange**

Miami, FL – March 19, 2010 – AvMed Health Plans announced today that it has received the CAQH[®] Committee on Operating Rules for Information Exchange (CORE[®]) Certification Seal. The CORE Seal was awarded to AvMed after they successfully completed certification testing of the eligibility benefits inquiry and response. This is a process to ensure that healthcare organizations can electronically exchange or access patient insurance information according to the CORE Phase I rules.

“CORE-certification further strengthens AvMed’s position as a high performance health plan by offering timely and reliable services,” said Vince Ferri, AvMed’s Vice President – Chief Information Officer. “Our providers will be able to securely process electronic queries and verify patient eligibility prior to a visit.”

“AvMed is committed to expanding its electronic infrastructure and strengthening its alignment with the Health Information Technology for Economic and Clinical Health (HITECH) Act. CORE-certification gives us greater connectivity and interoperability with our providers,” Ferri added.

The CORE rules, which build upon national standards, including HIPAA’s eligibility transaction, make electronic administrative data communications seamless, streamlined and predictable, regardless of the technology. In many cases, the CORE rules eliminate the need for time-consuming phone calls and paperwork.

A recent study found that when trading partners exchange administrative data according to the CORE rules, the organizations reduce costs and streamline administrative processes. The CAQH study conducted by IBM Global Business Services shows that the CORE rules are accelerating adoption of Health Information Technology and helping to provide better access to patient coverage information. An industry-wide adoption of the CORE Phase I rules alone could save the industry an estimated \$3 billion in three years.

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CAQH, a nonprofit alliance of health plans and trade associations, launched CORE to promote health plan-provider interoperability and improve provider access to administrative information. To date, the voluntary industry-wide initiative has brought together more than 100 healthcare industry stakeholders – health plans, providers, vendors, CMS and other government agencies, associations, regional entities, standard-setting organizations and banking industry experts – to develop the operating rules. These stakeholders cover more than 130 million lives, over 75 percent of the commercially insured plus Medicare and state-based Medicaid beneficiaries.

“The CORE rules represent a cutting-edge approach to streamlining electronic administrative data exchange,” said Robin J. Thomashauer, CAQH executive director. “By adopting the rules and completing CORE –certification, AvMed is reducing unnecessary healthcare administrative burden, and helping U.S. healthcare become more efficient and responsive to patient concerns.”

About AvMed Health Plans

AvMed is one of Florida’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). For the fifth consecutive year, AvMed has received the highest overall rating of any Florida plan reporting Health Maintenance Organization and Point of Service product data to the NCQA from the Consumer Assessment of Healthcare Providers and Systems survey (CAHPS). In addition, AvMed has received an “A,” or “Excellent” rating by TheStreet.com Ratings, placing it among the top 6 percent of all health plans in the United States in terms of financial strength. AvMed has offices in Miami, Fort Lauderdale, Orlando, Tampa, Gainesville and Jacksonville. For more information, visit www.avmed.org.

About CAQH

CAQH serves as a catalyst for industry collaboration on initiatives that simplify healthcare administration for health plans and providers, resulting in a better care experience for patients and caregivers. CAQH solutions help promote quality interactions between plans, providers and other stakeholders, reduce costs and frustrations associated with healthcare administration, facilitate administrative healthcare information exchange and encourage administrative and clinical data integration. Visit www.caqh.org for more information.