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FOR IMMEDIATE RELEASE

AVMED HEALTH PLANS RATED ABOVE STATE AVERAGE FOR CONSUMER SATISFACTION

Miami, FL, October 14, 2011 – Once again, AvMed Health Plans was recognized for overall member satisfaction according to the National Committee for Quality Assurance (NCQA) in the annual Consumer Assessment of Healthcare Providers and Systems survey (CAHPS).

For 2011, AvMed scored well above the state average of 61%. AvMed ranked above other statewide plans reporting Health Maintenance Organization (HMO) and Point of Service (POS) products to the NCQA.

“AvMed takes these results seriously because they reinforce our long-standing commitment to promote quality care and service excellence,” said Ed Hannum, AvMed’s President and COO. “We strive to provide our members with quality, cost-effective plans. Our number one priority is the health of our members.”

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.

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.

The survey is administered by **DSS Research**, an independent company and is part of AvMed’s 2011 NCQA HEDIS® (Healthcare Effectiveness and Data and Information Set) evaluation.

*HEDIS® is registered trademark of NCQA.

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ABOUT AVMED HEALTH PLANS

For more than 40 years, Floridians have joined AvMed for its superior network of doctors, specialists and hospitals; health and wellness programs; and personalized round-the-clock service. 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), 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, Palm Beach and Miami-Dade counties. For more information about AvMed, visit www.avmed.org.

ABOUT NCQA

NCQA is a private, non-profit organization dedicated to improving health care quality. NCQA accredits and certifies a wide range of health care organizations. It also recognizes clinicians and practices in key areas of performance. NCQA's Healthcare Effectiveness Data and Information Set (HEDIS®) is the most widely used performance measurement tool in health care. NCQA is committed to providing health care quality information for consumers, purchasers, health care providers and researchers.

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