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FOR IMMEDIATE RELEASE

BOB WATSON JOINS AVMED HEALTH PLANS AS VICE PRESIDENT OF FINANCE

MIAMI, FL – Feb. 3, 2011 – AvMed Health Plans today announced Bob Watson as the company's new Vice President of Finance. In his new role, Watson will also oversee the Finance Department of SantaFe HealthCare, AvMed's parent company.

"After an extensive national search, we're thrilled to welcome Bob to AvMed's leadership team," said Ed Hannum, AvMed's President and COO. "With more than two decades of experience in healthcare finance, Bob has an unparalleled understanding of the industry. We look forward to using his expertise to maintain AvMed's high quality standards."

Watson brings more than 24 years of managed care finance and accounting experience to AvMed. He began his career with Pennsylvania Blue Shield (now Highmark Blue Cross Blue Shield) and throughout the years broadened his experience to include corporate tax, claims processing, billing and enrollment, Sarbanes-Oxley, and the Model Audit Rule through positions at various managed care companies. He most recently served as Vice President and Controller at Geisiner Health Plans.

He earned his Bachelor of Arts in Economics from Western Maryland College, Masters of Business Administration from the University of Pittsburgh, and Masters of Science in Taxation at Widener University. He is also a Certified Public Accountant.

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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, and 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.