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FOR IMMEDIATE RELEASE

AVMED ANNOUNCES NEW HEALTH AND WELLNESS PARTNER

Miami, FL – January 27, 2012 – AvMed Health Plans announced today that it has partnered with Alere® Health, a leader of personal health support solutions, to continue providing a wide range of health and wellness programs to AvMed members.

AvMed will collaborate with Alere to engage members who need help managing their chronic conditions.

It is projected that by 2020 the U.S. will spend \$685 billion a year in direct medical costs for persons with chronic diseases, and by 2050 – \$906 billion, according to Hoffman, Catherine and Dorothy P. Rice. *Chronic Care in America: A 21st century challenge*. San Francisco, CA: The Institute for Health and Aging, University of California.

“Our goal is to deliver good value to our members,” said Ed Hannum, AvMed’s President & COO. “This very targeted approach to disease management will identify which members will benefit most from intervention. Chronic conditions such as Asthma, Chronic Heart Failure, Chronic Obstructive Pulmonary Disease, Coronary Artery Disease and Diabetes are the leading cause of health care costs. We want to improve the health of our members as well as help employers manage their costs.”

Members who are “acute” will be offered an opportunity to participate in telephonic coaching programs and personal outreach initiatives. Additionally, members who are “highly acute” will be eligible to receive at-home devices that will transmit information on a routine basis to nurses who will track and record data. The nurses will also be able to reach out to the member and the member’s physician to discuss care options and develop plans to make positive changes to improve the member’s health.

“AvMed is focused on health and wellness programs,” notes Mike Cotton, CEO of Alere. “Their commitment to providing members with innovative health management solutions is a great example for other plans. Alere is honored to have been selected to provide care for AvMed members.”

AvMed’s mission is to improve the health of its members, ensuring quality, cost-effective plans and excellent member services. In addition, AvMed integrates health promotion and disease prevention directly into its services.

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About AvMed Health Plans

AvMed has been providing health care coverage to Florida citizens and businesses for over 40 years. 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, Miami-Dade and Palm Beach counties. For more information about AvMed, visit www.avmed.org.

About Alere

Alere Health is the health management services business of Alere Inc. Alere, a Latin verb, meaning “to care for” or “to support,” offers the most patient-centered health management services available from a single provider in the industry. Alere provides health interventions that cover an individual’s entire lifespan, from pre-cradle to end-of-life care, and the company’s services range from wellness and prevention to the total health management of individuals with chronic illnesses. Alere’s continuum of services begins with preconception, pregnancy, NICU and first year of life; it continues with lifelong programs focused on health, wellness, the management of such conditions as heart failure, COPD, and asthma, and the complex management required for end-of-life care. For more information regarding Alere, please visit www.alere.com.

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