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**AvMed Welcomes Esteemed Healthcare Executives
To Executive Leadership Team**

New hires bring extensive experience in people strategies, sales and marketing

MIAMI – April 29, 2019 – Miami-based AvMed, today announced two healthcare executives have joined the executive leadership team in support of the company’s strategy to deliver best-in-class service to their Members. The addition of Christine Shipley and Catherine “Ashley” Allen with their combined decades of healthcare experience, are key as the organization enters the next phase of its 50-year history.

“AvMed goes beyond simply offering healthcare plans to our Members. We provide them with a ‘Better Health Experience’ that results in better service, quality, affordability and health. Our main goal is to provide a superior Member experience through compassion, collaboration and respect. We welcome Christine and Ashley as they join us on our fundamental mission to help our Members live healthier,” said James M. Repp, President and Chief Operating Officer.

Christine Shipley, Senior Vice President and Chief People Officer is responsible for leading AvMed’s human resource functions to attract, develop and retain highly engaged Associates who provide personalized service to our Members, a key differentiator in our market. Shipley will also oversee management of parent company SantaFe Healthcare HR shared services operations at the not-for-profit organization. She brings more than 15 years’ HR leadership experience in multiple industries including healthcare. Most recently, at Johns Hopkins Medicine International (JHI) where her core role included leading JHI’s HR function

responsible for talent acquisition, employee relations, compensation and employee development for domestic and international employees.

“I’m honored to be joining AvMed and to serve and lead the people strategies on behalf of the Executive Leadership Team. My main goal is to lead AvMed’s Associates who are most often regarded by Members, clients and partners as the organization’s most important assets. The ability to help our Associates develop at the pace we need them to will be our number one objective.” said Shipley.

Catherine “Ashley” Allen, Senior Vice President, Chief Strategic Growth and Marketing Officer will lead the development, implementation and achievement of AvMed’s enterprise growth and profitability strategy. Allen brings a wealth of experience including more than 25 years’ of health plan sales, product development and marketing experience. She started her career with Florida Blue, where she spent 19 years and more recently led sales and marketing at two regional health plans, FirstCare in Austin Texas and Health New England.

“I’m thrilled to return to Florida and to strategically build and grow AvMed’s business in the state with the number one Medicare market in the country. I look forward to building on the existing awareness of the AvMed brand and range of products offered,” said Allen.

Both Shipley and Allen will be based in Miami and report to Repp, President and Chief Operating Officer.

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About AvMed

With headquarters in Miami and offices in most major metropolitan areas of the state, AvMed transforms lives to create a WELLfluent® world. By uniting around this sole purpose over our 50-year history, we’ve aimed to inspire our Floridian health plan Members to focus on celebrating the riches that matter most— health and happiness. Learn more at AvMed.org

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