AvMed keeps moving forward, offering Floridians the best value in healthcare, and our efforts continue collecting recognition.

We expanded our Engage and Empower Plans to large groups in select markets, making the plans available across our commercial segment in addition to the individual under 65 market. We truly believe Engage offers the most value for your clients’ healthcare dollar by leveraging an integrated care model to deliver the care your clients deserve. Empower takes that same model but adds more options as well as out-of-network services.

As we told you last month, these are the efforts that feed our success, including a fourth consecutive J.D. Power recognition for Member satisfaction. You’ll read more about the story behind the recognition in this issue.

You’ll also learn more about ChooseHealthy, our new health and wellness values program partner. Dr. Ann Wehr, our Chief Medical Officer, answers questions on the opportunities it creates for your clients and their employees.

Thanks, as always, for your partnership and loyalty. Stay cool this summer and we’ll talk soon.

AvMed has expanded its Engage and Empower plans to Large Group clients in select Florida markets. Initially introduced as Small Group and Individual Health (IU65) offerings, these products give AvMed Members the power to choose their physician along with the tools and cost incentives to make the most informed healthcare choices.

AvMed Engage, offered in Orlando, Gainesville, Jacksonville and South Florida, positions the Primary Care Physician (PCP) at the center of the Member’s healthcare experience. The Member’s choice of a PCP begins a dependable partnership, as both Member and doctor work together toward better health while benefiting from the scientifically-proven advantages of integrated clinical care. Engage delivers a simplified Member experience, enhanced by the predictability of copay-based plan designs and the promise of centralized care coordination.

AvMed Empower, offered in Orlando, Tampa, Jacksonville, Gainesville and South Florida, delivers the network, the cost-share flexibility and the information to make empowered choices. While Empower Members can access the full AvMed Network, they’re rewarded with lower out-of-pocket costs when selecting from AvMed’s Provider Partners who share our commitment to fully integrated clinical care. These unique partnerships drive a scientifically-proven enhanced care experience which begins with...

FEATURE STORY…continued on page 6
AVMED SUPPORTS HEALTH CARE HEROES OF GREATER MIAMI

AvMed took center stage as a presenting sponsor of the Greater Miami Chamber of Commerce Health Care Heroes® Awards. The 18th annual awards were held in mid-May. AvMed’s Senior Vice President, Provider & Service Operations, Susan Pinnas presented the Individual of Merit Award to Fred Lippman, R.Ph, Ed.D, Nova Southeastern University. As chancellor of Nova Southeastern’s Health Professions Division, Lippmann’s guidance has helped create nursing and anesthesiologist assistant programs, expansion of the physician assistant programs, growth of the medical school to 11th largest in the nation and one of the nation’s top dental schools.

The awards recognize professionals, institutions and others that have made an impact in the South Florida healthcare community.

Criteria for nomination are acts of heroism which go beyond the call of duty and represent a dedication to excellence. Their commitment to their profession and community serves as an inspiration to others in local healthcare.

Categories included:
- Bio-Medical
- Healthcare Professional
- Individual of Merit
- Institution/Program
- Lifetime Achievement
- Nurse
- Youth Volunteer

AVMED AND MIAMI-DADE PARKS KEEP SOUTH FLORIDA FIT!

AvMed and Miami-Dade County’s Parks, Recreation & Open Spaces Department are partnering to offer residents the opportunity to stay well through exercise.

The newly expanded agreement, announced in early June, now includes support for programs on foot (Morning Mile®), on bikes (BIKE305), in senior centers (Active Older Adults Program) and throughout the communities (Fit2Play™ summer camps).

AvMed’s continued support of health and wellness programs in Miami-Dade County encourages children, adults and seniors to stay active year-round for a healthier life.
FOCUS ON COMMUNITY

GAINESVILLE: March for Babies

Team AvMed Gainesville raised $8,193 for the 2015 Alachua County March of Dimes. The organization’s March for Babies is the top fundraising event for March of Dimes and is a great opportunity for companies and families to show they care about the families in their community. AvMed raised funds with a Pie Toss, a raffle and a Chili Cook-off.

Jacksonville: Running for Dreams 5K

Team AvMed Jacksonville’s Brian Brown, Ivan Cajic, Ben Swartz and Hayley Isaacs volunteered for May’s Dreams Come True Running for Dreams 5K. Dreams Come True is the First Coast’s only locally-based not-for-profit organization dedicated to fulfilling the dreams of children who are battling life-threatening illnesses.

Miami: Mercedes-Benz Corporate Run

AvMed continued its corporate sponsorship from start to finish of the Mercedes-Benz Corporate Run. We had more than 160 AvMed Associates participate in the run (placing AvMed in the top 20 for participation). The Run attracts more than 30,000 people.

RECOGNIZING EMPLOYERS THAT ARE DOING IT RIGHT

AvMed salutes employers who maximize employee productivity by improving employees’ lives both in and out of the workplace. Once again, we proudly sponsored the South Florida Business Journal’s Best Places to Work event. 450 people attended the event, recognizing employers who support their workforce and programs beyond compensation and benefits. Congratulations to the winners and all of the businesses that foster a great working environment.

Pictured above: SVP Randy Stuart takes a pie in the face to raise money for March of Dimes.


Pictured above: Dr. Michael Sheehan and Elizabeth Sanchez-Brana raffle off an AvMed bike.

Pat Nelson represented AvMed at the Best Places to Work event.
CONGRATULATIONS TO THE 2015 LEADER’S CIRCLE!

These top performers have earned their way into our Leader’s Circle, an elite group of AvMed’s top producers. The Leader’s Circle has two partnership levels, Sterling and Gold, based on the agency’s total volume. This is one more way for us to express our thanks for your continued trust and loyalty.

STERLING

Large Group:
Employer Benefits Consulting, Miami, FL
Seitlin, A Marsh & McLennan Agency, Miami, FL
The Berenguier Group, Miami, FL

Small Group:
LaRocca & Associates, Ft. Lauderdale, FL
National Marketing Group Services, Miami, FL

GOLD

Small Group:
ABACOA, Miami, FL
Employer Benefits Consulting, Miami, FL

J.D. POWER MEMBERS HEALTH PLAN STUDY HONORS AVMED FOR FOURTH CONSECUTIVE YEAR

Some teams you just keep recognizing for their outstanding play. Maybe it’s the Super Bowl or the World Series. For AvMed, it’s the J.D. Power Award. For a fourth consecutive year, J.D. Power study ranks AvMed “Highest in Member Satisfaction among Commercial Health Plans in Florida.”

In this year’s study, AvMed earned the highest regional score, securing another honor for its renowned member-focused efforts. AvMed scored 718, well above every competitor as well as the regional average. We have a lot to be proud of to have once again achieved this prestigious honor —but owe a great deal of our success to you, our agent partners.

Please accept our thanks for continuing to trust us with your clients’ healthcare needs.

To see how AvMed performed on member satisfaction, visit JDPower.com/press-releases/2015-member-health-plan-study.
Ann Wehr, M.D., FACP, Senior Vice President & Chief Medical Officer, talks about AvMed’s new health and wellness values program, ChooseHealthy®.

ChooseHealthy offers our Members discounted health and wellness products and services, through its contracted healthcare providers, fitness facilities and education opportunities. ChooseHealthy allows AvMed to further its commitment to Members by supporting their health and wellness goals with cost-effective resources and tools.

Q. Why ChooseHealthy?
A. Our Members are aware of the increasing importance of wellness and ChooseHealthy gives our Members the services they’ve come to expect and deserve.

Q. What will clients and Members notice is different from the previous health and wellness partner?
A. With our new partner, members enjoy a user-friendly online portal that offers a provider network offering 25 percent off services from nearly 33,500 contracted chiropractors, acupuncturists, massage therapists and registered dietitians. They can choose from more than 12,000 fitness clubs and exercise centers that offer discounted prices as well as at least 10 percent off the initiation fee and/or monthly dues. Members can even use a free trial or a free introductory session at participating fitness facilities!

In addition, members can enjoy a health store that offers brand name items at a discount, with free shipping. A variety of nicotine replacement therapies are just a few examples of products offered in our new store. Our Members can get most products at 25 percent below the retail price point. All orders include free shipping, which makes the deal even better.

Q. What does this program say about AvMed’s values? Does it indicate equal concern for a Member’s healthy lifestyle as for a Member’s general health and wellbeing
A. Definitely. Research has shown that Members or employees who take care of themselves have fewer medical problems and lower expenses. The combination of good health and reduced medical bills is a win/win for a company and its employees. We feel it’s just one more way AvMed provides the best value for their healthcare dollar.
What does AvMed bring to South Florida?

AvMed brings added competition, value and the advantage of being a regional and community player with a not-for-profit set of objectives.

What is the biggest challenge presented by Health Care Reform/the Affordable Care Act?

The biggest challenge is communicating all of the potential current and future impacts and conditions to employers and employees. We always have to consider the constant changes that are being made within the Affordable Care Act. Every conversation begins with “well, as of this moment, here is the situation.”

What is your favorite thing to do in your free time? Are you involved with any local organizations?

In my free time I work on improving my golf game and I am also known to catch an occasional fish. I am a director of the Broward College Foundation, a participating member and past president of the Downtown Fort Lauderdale Rotary Club, a member of the Community Relations Council for Broward Health, Vice President of the Fort Lauderdale Forum and a board member of the Tower Forum.

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**AGENT PROFILE**

**AGENT LLOYD RHODES**  
The Rhodes Insurance Group, Fort Lauderdale

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