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AvMed’s Healthyperks rewards Medicare Members for taking charge of their health

Program Encourages Proactive Measures, Regular Physician Engagement

MIAMI – May 31, 2016 – As part of our continuing commitment to better health, AvMed has introduced Healthyperks, a program which rewards Medicare Members for completing preventive healthcare activities. Healthyperks incentivizes Medicare Members by offering a \$25 gift card for a wellness visit and \$10 gift cards for various other proactive health activities and screenings such as a flu shot, pneumonia vaccine or Health Risk Assessment (HRA).

Gift cards are available for a wide variety of merchants including Amazon.com, Whole Foods, Target, CVS, The Cheesecake Factory, Starbucks and many more. After completing a healthcare activity, Members can choose their rewards online, by phone or by mail until they reach the \$65 annual limit.

“Our Members are very good about getting their flu shots, visiting their doctors and getting screened,” said AvMed Medical Director Dr. Michael Sheehan. “We hope these rewards encourage them to stay on that road to better health, which is a reward in itself.”

By encouraging Members to engage with their physicians, programs such as Healthyperks can drive positive health outcomes. More frequent opportunities for intervention help physicians prevent illness, better document chronic conditions and improve or manage their patients’ health and wellness.

Miami-based AvMed offers Medicare Advantage coverage in Miami-Dade and Broward counties and Medicare Members can get started at www.AvMed.org/Healthyperks.

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About AvMed:

In 1969, AvMed began in South Florida as *Aviation Medicine* to serve the growing airline industry with pilot physicals. Today, with headquarters in Miami and offices in every major metropolitan area of the state, AvMed aims to inspire its membership of more than 345,000 Floridians to celebrate an active lifestyle and “Embrace better health®.” One of Florida’s oldest and largest not-for-profit health plans, AvMed provides Medicare Advantage coverage in Broward and Miami-Dade counties, Individual and Family Plans in South Florida, as well as the Gainesville, Jacksonville and Orlando Markets, and Group Health coverage for employers in more than 30 counties across the only state we’ve ever served. Well-known clients, healthcare providers and systems have been partners for decades, a testament to AvMed’s culture of service and satisfaction, which consistently ranks above statewide peers. For more information, visit AvMed.org.

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