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**AvMed Names Repp President and Chief Operating Officer
24-year industry veteran brings customer focus, member experience to company's top post**

MIAMI – October 4, 2016 –Miami-based AvMed has named James M. Repp president and chief operating officer, effective immediately.

With nearly 25 years of health benefits experience across national and regional plans, Repp assumes overall responsibility and accountability for AvMed's strategic execution, membership growth, and operating performance. He came to AvMed in 2004 and has since served in sales and marketing leadership roles of escalating responsibility. As senior vice president and chief marketing officer, he had accountability for managing each member touchpoint including relations with some of the state's largest employer groups, as well as AvMed's award-winning service of its 350,000 Members. Repp will apply his vast experience to lead the company's delivery of a truly differentiating experience to those Members, one that leverages nearly 50 years of exemplary service and trust from some of the state's top healthcare providers, systems, and employers.

"Today's changing healthcare environment requires a keen focus on the voice of the customer and a proven understanding of the evolving demands of an increasingly consumer-driven marketplace," said AvMed CEO Michael P. Gallagher. "Jim delivers the leadership AvMed needs to thrive in an environment of inevitable market and regulatory changes."

"Our plans deliver tremendous value and we're continuously innovating while finding new ways to exceed the expectations of our Members across the only state we've ever served," said Repp. "Though I am humbled and honored to have been appointed to this role, I'm anxious to continue leading AvMed's transformation and escalation above the heavy competition we face. We know that AvMed Members expect more from their health plan and it's my job to make sure we never disappoint."

Repp is active in many Florida organizations including Florida TaxWatch, The Orange Bowl Committee, and Greater Miami Chamber of Commerce. He will remain based at the health plan's headquarters in Miami.

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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 350,000 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 Florida. 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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