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**For Immediate Release**

## **CLEAR HEALTH ALLIANCE HIV/AIDS MEDICAL SERVICES EXPANDS INTO BROWARD COUNTY**

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Coral Gables, FL. – February 7, 2013 – Clear Health Alliance (CHA), an HIV/AIDS Medicaid specialty plan offered by Simply Healthcare Plans, has received approval from the Agency for Health Care Administration to expand its high quality medical services from Miami-Dade to Broward County.

“Clear Health’s approval to expand access into Broward is critically important for individuals living with HIV and AIDS,” said Marianne Finizio, Executive Vice President, Clear Health Alliance. “Our expertise and knowledge of Medicaid and Medicare, and our ability to coordinate the medical care, social, and behavioral health care needs of HIV and AIDS individuals, meets the increasing demand for services from this population, especially in urban communities.”

Broward County ranks second in the nation for new AIDS cases per capita behind Miami-Dade which ranks first. Palm Beach County ranks sixth in new AIDS cases. Florida ranks third in the nation for the number of persons living with HIV/AIDS.

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Clear Health Alliance continues to work with multiple community partners and health care providers offering superior medical care to patients living with HIV/AIDS. CHA is affiliated with Earvin ‘Magic’ Johnson, Chairman of Magic Johnson Enterprises (MJE), who provides strategic advice for developing innovative healthcare programs in underserved urban communities to patients living with HIV/AIDS. The company’s long term goals include expanding to other cities in Florida and nationwide.

Approximately \$29 billion is spent annually in the U.S. on HIV/AIDS, with half of all treatments funded by federal and state governments through Medicaid and Medicare. Clear Health Alliance’s expansion to Broward County enables the company to continue to educate and increase awareness about maintaining the health of patients living with HIV/AIDS.

Clear Health Alliance, an HIV/AIDS Medicaid Health Plan offered by Simply Healthcare Plans, includes a wide array of benefits and services and care coordination for individuals with HIV/AIDS. In addition to regular Medicaid benefits like prescription drugs and doctor visits, members receive non-emergency transportation, adult dental care, over-the-counter medications and supplies, eyeglasses and vision care, home delivered meals and nutritional counseling. Access to community resources such as support groups and social services is available. Family members enrolled in the Medicaid program are also eligible to participate in the plan’s extensive network of physicians providing quality medical care, even if they do not have HIV/AIDS. For more information, visit [www.clearhealthalliance.com](http://www.clearhealthalliance.com).

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Headquartered in Coral Gables, Simply Healthcare Plans, Inc. is a Florida licensed health maintenance organization with additional offices in Sunrise and Tampa. Established in 2010, the plan serves 250,000 Medicaid and Medicare members in 41 counties in Florida with the support of 7,000 healthcare providers. For more information, visit [www.simplyhealthcareplans.com](http://www.simplyhealthcareplans.com).

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