



CLEAR HEALTH ALLIANCE MEDICAID PLAN EXPANDS ITS HIV/AIDS SERVICES IN FLORIDA TO HERNANDO COUNTY

CORAL GABLES, Fl. – September 9, 2013 – [Clear Health Alliance](#), a Medicaid plan with a designated specialty for HIV/AIDS, offered by [Simply Healthcare Plans](#), has received approval from the Agency for Health Care Administration (AHCA) to expand its quality medical plan to Hernando County, bringing the total of approved Florida counties to 12.

Clear Health Alliance is the first and only, Medicaid plan with a designated specialty for HIV/AIDS, in the expansion counties. The plan’s provider network includes HIV/AIDS trained primary care physicians and specialists. Members also receive “high-touch” service from individually assigned, experienced HIV/AIDS care coordinators who guide them in their medical treatment and provide assistance in meeting many other needs specific to their disease.

“Approval to expand Clear Health Alliance is critically important to meet the increasing demand for services from Medicaid recipients living with HIV/AIDS, especially in urban and underserved communities,” said Marianne Finizio, Executive Vice President of Clear Health Alliance. “Our expertise and knowledge of Medicaid and HIV drug treatment, established local network of highly qualified HIV/AIDS providers and experienced care coordinators, along with our ability to coordinate ‘best in class’ medical care, social, and behavioral health care treatment for HIV/AIDS patients is what sets our specialty health plan apart.”

Earvin “Magic” Johnson, HIV/AIDS advocate and Simply Healthcare investor, has made several visits to Florida meeting with local community based organizations and HIV/AIDS

providers in efforts to ensure medical services reach ethnically diverse urban communities with high rates of new cases of HIV/AIDS. “Expanding access to comprehensive quality care for people living with HIV/AIDS will help ensure these patients receive the high level of care coordination, services and medical treatment necessary to live a longer, healthier life,” said Johnson.

According to the Florida Department of Health, 135,000 people with HIV/AIDS are living in Florida. Seventy-five percent of HIV/AIDS cases are reported in Broward, Duval, Hillsborough, Miami-Dade, Orange, Palm Beach, Pinellas, Polk and St. Lucie counties. Clear Health Alliance is already operating in Miami-Dade, Broward, Palm Beach, Hillsborough, Osceola, Orange, Pasco, Pinellas, Polk, Seminole and Brevard counties.

“The Clear Health Alliance team of HIV/AIDS medical experts and care management professionals understand the challenges that people face and the education and resources needed to inform individuals and their families about how to successfully live with the disease” said Finizio. “We strongly encourage people to get tested, obtain their results, immediately begin treatment, and stay in treatment, which for some can be as simple as one pill a day due to the tremendous scientific advances that have taken place in treatment over the last five years.”

The Kaiser Family Foundation reports that federal funding for HIV/AIDS in 2012 was approximately \$28 billion. Clear Health Alliance’s expansion to Hernando County enables the health plan to continue educating the community about the spread of the disease and increase awareness about maintaining the health of Medicaid patients living with HIV/AIDS.

To enroll in Clear Health Alliance, Broward County residents can call Florida Reform Choice Counseling toll-free at 1-866-454-3959 or go to www.flmedicaidreform.com; residents in all other counties can call Medicaid Options toll-free at 1-888-367-6554 or go to www.medicaidoptions.net.

Clear Health Alliance, a Medicaid plan with a designated specialty offered by Simply Healthcare Plans and now operating in 11 Florida counties, includes a wide array of benefits and services and care coordination for individuals with HIV/AIDS. In addition to regular Medicaid benefits such as prescription drugs and doctor visits, members receive bundled services tailored to their treatment needs such as non-emergency transportation, adult dental care, over-the-counter medications and supplies, eyeglasses and vision care, home delivered meals and nutritional counseling. For more information, visit www.clearhealthalliance.com.

Simply Healthcare Plans, Inc. is a Florida licensed health maintenance organization headquartered in Coral Gables, Florida with additional offices in Sunrise and Tampa. Established in 2010, Simply Healthcare and its affiliates, Clear Health Alliance and Better Health, LLC, serve approximately 250,000 Medicaid and Medicare recipients in 40 Florida counties with the support of 7,000 healthcare providers. For more information, visit www.simplyhealthcareplans.com.

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