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FOR IMMEDIATE RELEASE

**Former Bureau Chief for HIV/AIDS for State of Florida Dept. of Health
joins Simply Healthcare Plans**

Coral Gables, Florida – June 11, 2012 – Clear Health Alliance (CHA), an HIV/AIDS Medicaid Health Plan offered by Simply Healthcare, announced today that it has engaged Thomas M. Liberti as a strategic advisor to support the development of CHA’s strategic growth and expansion plan. Liberti’s dedication and leadership in the fight against HIV/AIDS, which spans more than 30 years, has made him a trusted and valued resource for advocates and providers across the nation.

“Tom is a respected leader whose strong partnerships, extraordinary expertise and knowledge of the ever-changing AIDS epidemic will play a significant role in expanding Clear Heath Alliance and access to health care for people living with HIV/AIDS in Florida and beyond,” said Marcio C. Cabrera, chief executive officer of Simply Healthcare. Magic Johnson Enterprises (“MJE”) recently announced an investment and strategic alliance to expand CHA and develop innovative healthcare programs in underserved urban communities throughout Florida and the country. In April Florida Governor Rick Scott signed into law a bill expanding the Medicaid HIV and AIDS program on a statewide basis.

“I am excited about the opportunity to expand health care access to Medicaid enrollees living with HIV/AIDS with a plan designed to meet their specific healthcare needs and help them achieve optimal health,” said Liberti. He added, “Members will receive coordinated care from a team of highly trained HIV/AIDS professionals including

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primary care doctors and specialists, case managers and other experts dedicated to delivering comprehensive quality care.”

In addition to regular Medicaid benefits like prescription drugs and doctor visits, Clear Health Alliance members receive coordinated care from a team of HIV/AIDS professionals and expanded plan benefits and services including: non-emergency transportation, adult dental care, over-the-counter medications and supplies, eyeglasses and vision care, home delivered meals and nutritional counseling. Members will also have access to community resources such as support groups and social services. 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 the past 15 years Liberti has served as chief of the Bureau on HIV/AIDS at the Florida Department of Health. There he worked closely with other public health officials and community representatives to design and implement effective HIV prevention programs developing one of the nation's most comprehensive programs for HIV/AIDS surveillance, education, prevention, early intervention, counseling, testing, care, and treatment. Prior to that, he was STD and AIDS regional director for Tampa Bay. Liberti began his career in public health with the STD programs in Miami-Dade and Monroe counties.

His leadership in shaping HIV/AIDS policy includes service as a member of the Executive Committee for NASTAD, the National Alliance of State and Territorial AIDS Directors and the HRSA AIDS Advisory Committee where he formerly served following his appointment by former HHS Secretary, Donna Shalala. He recently received a leadership award from the Florida’s AIDS Education and Training Centers where he is a member of the Management Committee and is the recipient of the Nicholas Rango Leadership Award for his national and state involvement. Liberti is an ex-officio member of the Florida Supportive Housing Coalition Board and is a former clinical assistant

professor in the Department of Medical Humanities, College of Medicine at Florida State University.

About Clear Health Alliance

Clear Health Alliance is an HIV/AIDS Medicaid Health Plan offered by Simply Healthcare. Currently available in Florida, the plan includes a wide array of benefits and services and care coordination for individuals with HIV/AIDS. Members receive coordinated care from a team of HIV/AIDS professionals and expanded plan benefits and services. 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.

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