



FOR IMMEDIATE RELEASE

## **AMERIGROUP FLORIDA AND SIMPLY HEALTHCARE PLANS APPOINT LOURDES RIVAS TO LEAD NEWLY INTEGRATED MEDICAID OPERATIONS**

*Former Amerigroup Florida President, Rosy Cozad, Selected to Lead Government Business Division Efforts on a National Level*

**TAMPA, Fla.** (Oct. 6, 2015) – Amerigroup Florida and Simply Healthcare Plans have jointly announced that Lourdes Rivas has been named Florida Medicaid plan president, and will oversee both companies’ newly integrated Medicaid operations. In this new role, Rivas leads an integrated Medicaid team consisting of senior leaders who manage Medicaid operations for Amerigroup Florida, Simply Healthcare Plans, Better Health and Clear Health Alliance. She is responsible for ensuring these health plans continue to deliver operational excellence across Florida by jointly driving collaboration with partners, supporting growth efforts and ensuring the delivery of effective, quality results that meet the needs of Medicaid members. Rivas is a distinguished health care executive with more than 18 years of industry experience at the helm of several leading health care organizations, and most recently served as the president and CEO of Simply Healthcare Plans.

Earlier this year, the organizations’ parent company completed the acquisition of Miami-based Simply Healthcare Plans and has been focused on strategic efforts to integrate all of its Medicaid operations across the state. Together, the affiliated plans form the second largest provider of Medicaid managed care services in Florida, serving more than 560,000 members who are beneficiaries of the state’s Medicaid, Florida Healthy Kids, Managed Long Term Care and HIV/AIDS Specialty programs. Amerigroup has been recognized as the highest-rated managed care organization in the state, while Simply Healthcare’s Clear Health Alliance specialty plan is the largest HIV/AIDS Medicaid specialty plan in the country. Collaboratively, the health plans serve members in 10 of Florida’s 11 regions.

This latest integration effort has also offered Rosy Cozad, who most recently served as Amerigroup Florida president and CEO, a new growth opportunity within the company. Cozad has accepted an expanded role to work with the organization’s Government Business Division on a national level. Cozad has proven herself as a dynamic leader who has been an outstanding advocate for Medicaid, while leading the company’s Florida health plan operations over the past three years. Under Cozad’s leadership, Amerigroup Florida tripled the size of its operations and grew its membership to nearly 400,000 members across all of its lines of business in Florida.

“On behalf of the company, I would like to congratulate Lourdes and Rosy on their new appointments, and thank them for their ongoing commitment and leadership,” said Brian Shipp, South Region Medicaid president for Amerigroup Florida and Simply Healthcare Plans’ parent company. “These executives have demonstrated outstanding accomplishments for our company and in the effort to improve the lives of Floridians. We look forward to their ongoing contributions and wish them well as they embark on their expanded roles.”

### **ABOUT AMERIGROUP FLORIDA**

Amerigroup Florida has provided health care coverage in the state since 2003. We currently serve approximately 380,000 members who participate in Florida’s Medicaid, Long Term Care and Florida Healthy Kids programs. We serve members in five separate Florida regions, 14 counties in all, including Pasco and Pinellas; Hillsborough, Manatee, Hardee, Polk and Highlands; Miami-Dade and Monroe; Seminole, Orange, Osceola, Brevard and Broward. Our associates share genuine pride in making a difference in the lives of people

who might need a little help, and we are fortunate to call these efforts our work. For more information about Amerigroup, please visit our website at [www.Amerigroup.com](http://www.Amerigroup.com).

**ABOUT SIMPLY HEALTHCARE PLANS**

Simply Healthcare Plans, Inc. is a Florida licensed health maintenance organization with health plans for people enrolled in Medicaid and/or Medicare programs. Simply Healthcare Plans and its affiliates, Better Health and Clear Health Alliance serve more than 200,000 Medicare and Medicaid members in 60 Florida counties. We have many plans including Medicaid Plans, a Medicaid Specialty Plan and thirteen Medicare Advantage Plans including Special Needs Plans (SNPs). Members get regular plan benefits and expanded health benefits and services at no extra cost. Simply has a large network of participating providers with over 10,000 primary and specialty care doctors, more than 165 hospitals and hundreds of ancillary providers and pharmacies throughout Florida. Every day over 775 Simply employees in our Coral Gables, Sunrise and Tampa offices are working to help keep health care simple so members can live a healthy life. For More information about Simply, please visit our website at [www.simplyhealthcareplans.com](http://www.simplyhealthcareplans.com).

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