



For Immediate Release

Media Contact: Brittany Nguyen
Becker Public Relations
2506 Ponce de Leon Blvd.
Coral Gables, FL 33134
Telephone 305/444-2181 X 221
Email: bnguyen@beckerpublicrelations.com

**CLEAR HEALTH ALLIANCE SPONSORS
THE 25TH ANNUAL AIDS WALK MIAMI 2013**

Coral Gables, FL. – April 24, 2013 – Clear Health Alliance, an HIV/AIDS Medicaid Specialty Plan offered by Simply Healthcare Plans, a Florida health maintenance organization, is participating as a Sponsor of the 25th annual AIDS Walk Miami taking place Sunday, April 28, 2013 at 9am at the Miami Beach Convention Center, 1901 Convention Center Drive, Miami Beach. AIDS Walk Miami is presented by Care Resource, a Federally Qualified Health Center (FQHC) that provides comprehensive medical and preventive care.

“We are proud to support the 25th Annual AIDS Walk Miami and Care Resource, an outstanding community partner who has made such a difference in the lives of individuals living with HIV/AIDS,” said Marianne Finizio, Executive Vice President, Clear Health Alliance. “The Clear Health Alliance team looks forward to walking in AIDS Walk Miami, with the goal of raising awareness and educating the community about HIV/AIDS and the superior medical care available today by such an outstanding provider of comprehensive care in Miami-Dade and Broward counties.”

Working with community partners and health care providers offering ‘best in class’ medical care to Medicaid recipients living with HIV/AIDS, Clear Health Alliance has established a strategic alliance with Earvin “Magic” Johnson and Magic Johnson Enterprises (MJE). Magic Johnson is a company spokesperson and investor in Simply Healthcare Plans. MJE provides strategic advice for developing innovative healthcare programs in underserved urban communities to individuals living with HIV/AIDS. Clear Health Alliance will be expanding into six (6) additional counties in Florida in May of 2013 and has plans to expand nationwide in the near future.

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

About Clear Health Alliance

Clear Health Alliance, an HIV/AIDS Medicaid Specialty Plan offered by Simply Healthcare Plans, currently operates in Miami-Dade and Broward counties. The plan offers 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.

About Simply Healthcare

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.

About Care Resource

Now celebrating 25 years in Miami, Care Resource, a non-profit, multi-cultural, community based AIDS service organization, is now South Florida's oldest and largest HIV/AIDS service organization serving over 9,000 clients and a true leader in the community. For more information, visit www.aidswalkmiami.org.

###