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Florida Association of Health Plans Launches ‘Florida Patients Matter’ Campaign

FAHP Campaign to Showcase How Health Plans Help Floridians with Video Series

Tallahassee, Fla. – The Florida Association of Health Plans, Inc. (FAHP) today launched its ‘Florida Patients Matter’ campaign. During the 2017 Legislative Session, through a series of videos, the campaign will highlight how health plans help Floridians each day, and how they collectively provide accessible, affordable and quality health care to patients across the state.

“As the 2017 Legislative Session gets underway and discussion and debate on the health care environment in our state continues, FAHP is launching the ‘Florida Patients Matter’ campaign and video series to showcase how health plans truly have a positive impact on the lives of their patients,” said Audrey Brown, president and CEO of FAHP. “In the midst of debate, policy questions are often the focal point, but health plans understand that what is really of critical importance is ensuring Florida patients get the best quality health care that is both accessible and affordable.”

“The ‘Florida Patients Matter’ campaign and video series showcase health plans’ commitment to being patient-centered and how, through a comprehensive system of care, health plans are able to better serve their members,” continued Brown.

Health Plans initially featured in the ‘Florida Patients Matter’ campaign include Community Care Plan, Molina Healthcare and Sunshine Health.

“We look forward to being a resource for lawmakers as they are faced with important policy questions about Florida’s health care marketplace during the 2017 Session, and are hopeful this campaign will shed light on the positive role health plans play,” concluded Brown.

To learn more about the ‘Florida Patients Matter’ campaign, visit FloridaPatientsMatter.com and follow the campaign on Facebook at fb.com/FLPatientsMatter, and on Twitter [@FLPatients](https://twitter.com/FLPatients).

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