



CITRUS MEMORIAL
Health System

FOR IMMEDIATE RELEASE
Contact: Yara Peña, (813) 506-6000

Monday, October 05, 2009

Medicare Advantage Plans, Freedom Health and Optimum Healthcare Partner with Citrus Memorial Health System

*Agreement Expands Access to Covered Inpatient and Outpatient Services for
Freedom and Optimum Medicare Advantage Beneficiaries in Citrus County*

Tampa, FL – Freedom Health, Inc. and Optimum Healthcare, Inc. are pleased to announce their new provider network agreement with Citrus Memorial Health System.

This partnership provides Freedom and Optimum members access to the Inverness-based hospital, its state-of-the-art system and facilities, along with more than 150 physicians at Citrus Memorial.

“Being accessible and providing comprehensive healthcare to all members of our community is a high-priority for Citrus Memorial,” said Ryan Beaty, CMHS chief executive officer. “We are glad to welcome all Freedom and Optimum members to our healthcare family.”

Freedom Health and Optimum Healthcare are Medicare Advantage health plans headquartered in Tampa, FL, with over 40,000 members in the state of Florida. “We are excited to add the excellent services offered by Citrus Memorial to our network of hospitals, outpatient facilities and physicians in the area,” said Dr. Kiran Patel, President and Chairman of the Board of Freedom and Optimum health plans. “This partnership is very important to our goal of improving the health and quality of life for our members by expanding their access to a broad spectrum of healthcare services.”

Freedom and Optimum Medicare Advantage health plans are available throughout the state of Florida. For more information, visit www.freedomhealth.com or www.youoptimumhealthcare.com.



FREEDOM
HEALTH



OPTIMUM
HealthCare, Inc.



CITRUS MEMORIAL
Health System

About Freedom Health, Inc.

Freedom Health is a Centers for Medicare and Medicaid Services (CMS) contracted health plan that provides Medicare Advantage services to Florida recipients. The plan has over 30,000 members throughout the state. Freedom is accredited by the National Committee for Quality Assurance (NCQA) and has been awarded the prestigious Senior Gold Choice Award consecutively in the past three years. Freedom was also named as one of 2009's fastest-growing companies by Inc. magazine due to an exceptional three-year growth, innovation, job creation and the plan's reputation for redefining its industry.

About Optimum Healthcare, Inc.

Optimum Healthcare is a Centers for Medicare and Medicaid Services (CMS) contracted health plan that provides Medicare Advantage services to Florida recipients. The plan has over 4,000 members throughout the state. Optimum is accredited by the National Committee for Quality Assurance (NCQA) and a recipient of the prestigious Senior Gold Choice Award in 2008 & 2009.

About Citrus Memorial Health System

Citrus Memorial is a 198-bed, not-for-profit, community hospital that provides health care services to residents of Citrus County and surrounding communities. More than 150 physicians and 1,200 employees provide a wide range of services at our Inverness campus and at medical offices and clinics in eight locations in Citrus and Sumter Counties. Citrus Memorial is fully accredited by the Joint Commission and is fully licensed by the State of Florida.

###