FOR IMMEDIATE RELEASE

Simply Healthcare Welcomes All Children’s Hospital To Network

Coral Gables, Florida – July 5, 2011 – Simply Healthcare Plans, Inc. (Simply Healthcare) announced today the addition of All Children’s Hospital to its growing network of providers effective July 1, 2011.

The agreement means Simply Healthcare Medicaid members will have access to a full range of inpatient services at the only specialty licensed children’s hospital on Florida’s West Coast. Hospital services include a minimally invasive pediatric surgery program offering state-of-the-art procedures, outstanding pediatric heart, kidney and bone marrow/stem cell transplant programs, a 28-bed pediatric intensive care unit, a 97-bed neonatal intensive care unit and pediatric heart center with a 22-bed cardiovascular neonatal intensive care unit and more under the care of the hospital’s staff and physicians.

“We are delighted to welcome All Children’s Hospital to our network of providers,” said Marcio Cabrera, Chief Executive Officer of Simply Healthcare. “Our youngest members will benefit from the hospital’s leadership in advancing treatment, education, research and advocacy in child health.”

About Simply Healthcare

Simply Healthcare Plans, Inc. is a Florida licensed health maintenance organization headquartered in Coral Gables, Florida. Established in 2010, the plan provides access to healthcare services to Medicaid and Healthy Kids recipients in Florida through a comprehensive

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network of healthcare providers. To learn more about Simply Healthcare visit www.simplyhealthcareplans.com.

**About All Children’s Hospital**

Children are the sole focus of **All Children’s Hospital** and its new, million-square-foot St. Petersburg FL campus devoted to pediatric specialty care. The ten-story All Children’s Hospital and its adjacent Outpatient Care Center (dedicated in January 2010) replace an existing 42-year old facility just two blocks away.

**All Children's Hospital** is a proud member of **Johns Hopkins Medicine**. All Children's is the only US hospital outside of the Baltimore/Washington D.C. metroplex to achieve that distinction. It is also the only hospital on Florida’s West Coast totally devoted to children’s care - a leader in pediatric treatment, education, research and advocacy. As a regional referral center for children with some of the most challenging medical problems, All Children’s draws patients from throughout Florida, all 50 states and 36 foreign countries. The mission of this private, not-for-profit hospital is rooted in its beginnings in 1926 as Florida’s first Crippled Children’s Hospital for polio victims. All Children’s understands that it’s not enough to treat disease -- that true progress comes from teaching and research to cure disease. All Children’s shares its pediatric expertise through research & education affiliations with 70 different institutions including Johns Hopkins Medicine, the University of South Florida (USF Health) as well as Moffitt Cancer Center, an NCI-designated Comprehensive Cancer Center.

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