



BlueCross BlueShield of Florida

An Independent Licensee of the
Blue Cross and Blue Shield Association

NEWS RELEASE

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Blue Cross and Blue Shield of Florida Completes Acquisition of Florida Health Care Plans

JACKSONVILLE, Fla. – Blue Cross and Blue Shield of Florida, Inc. (BCBSF) has completed its acquisition of Florida Health Care Plan, Inc. (FHCP) from Halifax Hospital Medical Center (HHMC). FHCP will operate as a community-based, locally-managed, HMO subsidiary of BCBSF, serving Volusia and Flagler counties.

FHCP is a successful, high quality, mixed staff-model health care plan with 53,000 members consisting of large and small employer group plans, Medicare Advantage Part D Plans and the Cover Florida Plan, 300 physicians, including 60 employed physicians, 12 health care facilities and eight pharmacies in Volusia and Flagler counties.

“We are excited about bringing FHCP into the BCBSF family,” said Robert I. Lufrano, M.D., chairman and CEO of BCBSF. “We believe this acquisition will provide BCBSF members with an expanded access to an array of high quality, affordable health care choices.”

"As a result of this acquisition, FHCP members who are temporarily outside of the Volusia and Flagler service area, to include students away at college, will have access to the BCBSFL Statewide and National networks," said Butch Simpson, CEO of FHCP. "FHCP will become stronger by offering plans in collaboration with BCBSFL which cover employers with employees both inside and outside of the Volusia and Flagler service area."

As a subsidiary of BCBSF, FHCP will provide services to those who qualify for the Cover Florida Health Care Access Program in Volusia and Flagler counties. BCBSF will provide Cover Florida services throughout the rest of the state as one of two statewide participants.

Blue Cross and Blue Shield of Florida is a leader in Florida's health industry. Since 1944, the company has been dedicated to meeting the diverse needs of all those it serves by offering an array of choices. BCBSF is a not-for-profit, policyholder-owned, tax-paying mutual company. Headquartered in Jacksonville, Fla., BCBSF is an independent licensee of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. For more information concerning BCBSF, please see its Web site at www.bcbsfl.com.

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