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**Lee Health Launches Vivida Health for Southwest Florida Medicaid Enrollees**

*Vivida Health combines innovative local care and streamlined, comprehensive health and wellness coverage*

(Fort Myers, Fla. – Dec. 28, 2018) --- Lee Health is proud to announce the launch of Vivida Health, a provider service network (PSN) created exclusively for Medicaid enrollees in Southwest Florida. Vivida will help provide underserved or vulnerable residents with the care and resources they need through this innovative program.

Through the state Agency for Health Care Administration (AHCA), a PSN is a type of Medicaid managed care plan that is majority-owned and operated by a health care provider, like Lee Health or group of affiliated providers, or a public agency or entity that delivers health services. Health care providers include Florida-licensed health care professionals or licensed health care facilities, federally qualified health care centers and home health care agencies.

“More than a year ago Lee Health saw the opportunity to make a substantial and sustainable difference in the lives and health of underserved communities in Southwest Florida. We are excited that AHCA awarded Vivida with a contract to create a patient-centered health plan that will transform the quality, delivery and coordination of care in our community,” said Larry Antonucci, M.D., MBA, Lee Health President and CEO.

Vivida Health has thousands of in-network providers across the seven-county region. This means hospitals, providers and community partners are able to better collaborate and connect members with the care they need. Vivida Health will also offer innovations to enhance behavioral and mental health care coordination and community resource referrals, which will ease the administrative burdens that members and providers often face.

“By creating this provider service network, we are localizing and streamlining care and coverage, and we are aligning doctors, hospitals and members so we can work together to improve the coordination and quality of care, said John Chomeau, Lee Health’s Chief Population Health Officer.”

Florida’s Medicaid program is overseen by AHCA, who awarded Lee Health with the only PSN contract in Region 8 (Southwest Florida). When Vivida Health launches on Jan. 1, it will be available to the more than 200,000 Medicaid enrollees in Charlotte, Collier, DeSoto, Glades, Hendry, Lee and Sarasota counties. The name “Vivida” is a combination of the words “vivid” and “vida,” which means life in Spanish.

To learn more about Vivida Health, visit [www.VividaHealth.com](http://www.VividaHealth.com).

## **About Lee Health**

*Since the opening of the first hospital in 1916, Lee Health has been a health care leader in Southwest Florida, constantly evolving to meet the needs of the community. A non-profit, integrated health care services organization, Lee Health is committed to the well-being of every individual served, focused on healthy living and maintaining good health. Staffed by caring people, inspiring health, services are conveniently located throughout the community in four acute care hospitals, two specialty hospitals, outpatient centers, walk-in medical centers, primary care and specialty physician practices and other services across the continuum of care. Formerly known as Lee Memorial Health System, the organization began its second century of service with a new name in 2016. Learn more at [www.LeeHealth.org](http://www.LeeHealth.org).*