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Media Contacts:

AvMed
Monica Glukstad
305-671-4772
Monica.Glukstad@AvMed.org

AvMed Appoints Dr. Robert Hilliard as Chief Medical Officer
Health executive and clinician brings proven expertise in transformational leadership

MIAMI, Fla. – February 16, 2021 – AvMed, one of Florida’s oldest and largest not-for-profit health plans, announced the selection of Robert Hilliard, Jr., M.D. as senior vice president of population health and chief medical officer. Dr. Hilliard will be responsible for the achievement of AvMed’s population health strategy, including the execution of care management operations, medical and pharmacy utilization management, quality, clinical outcomes and Medicare Star program performance.

Dr. Hilliard is a seasoned healthcare executive with deep experience in operations oversight, data-driven medical cost reduction and business development for healthcare organizations. A passionate believer in data’s power to drive transformational change in the healthcare industry, he develops evidence-based strategies that consistently create value, improve care quality and sustain competitive advantage.

Previously, Dr. Hilliard held executive roles with Humana, UnitedHealthcare and Molina. His most recent experience was with provider-owned Accountable Care Entity where he was focused on improving quality and lowering costs by using data to channel patients out of inpatient care and toward lower-cost, higher-quality interventions such as home health services and preventive care. He also led efforts to grow full-risk contracts with payors, expand the provider network and implement a unique, technology-driven care model.

“As a board-certified physician in obstetrics and gynecology, and proven leader in developing evidence-based strategies for transforming the lives of patients and businesses alike, Dr. Hilliard is uniquely qualified to help us reach our goal of becoming our members’ trusted health partner for life,” said James M. Repp, president and chief operating officer at AvMed.

“I am excited about being a part of an organization whose mission is to help their members live healthier,” commented Dr. Hilliard. “AvMed’s values and service philosophy inspire my confidence and trust because I know they will help provide exceptional care to their members,” added Dr. Hilliard.

Dr. Hilliard holds a Doctor of Medicine degree from the University of Texas, Health Science Center and a Master of Business Administration degree from Northwestern University, Kellogg School of Management.



About AvMed

AvMed transforms lives to create a WELLfluent™ world. By uniting around this sole purpose over our 50-year history, we've aimed to inspire our Floridian health plan Members to focus on celebrating the riches that matter most— health and happiness. Learn more at AvMed.org.

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