



For Immediate Release

AvMed Launches MyLife MyPlan Wellness Program to Support Personalized Member Health and Well-being

Miami, FL – June 16, 2026 – AvMed, Inc. a Florida-based health plan and part of Sentara Health, today announced the launch of **MyLife MyPlan**, a comprehensive wellness program designed to help members take a more active role in their health. Through its connection with Sentara, an integrated not-for-profit health system, AvMed continues to expand its capabilities in preventive care and member support, enhancing access to tools and resources that promote healthier lifestyles.

MyLife MyPlan reflects AvMed's commitment to making wellness simple, personalized, and accessible by equipping members with practical tools, expert guidance, and flexible learning opportunities.

Personalized Tools for Healthier Living

At the core of MyLife MyPlan is a dynamic wellness platform that helps members better understand their health and take meaningful steps toward improvement. Key features include:

- Personal Health Assessments that identify risks and provide tailored recommendations
- Daily habit tracking and wellness challenges to support long-term behavior change
- One-on-one health coaching for personalized support and goal setting
- Interactive dashboards with curated content and progress insights
- Integration with fitness devices and mobile apps for a connected wellness experience

These resources are designed to meet members where they are and support sustainable, healthy habits.

Practical Education and Flexible Learning

MyLife MyPlan offers members access to practical health education resources, including a well-being education series featuring periodic live webinars led by health professionals, along with a growing library of recorded sessions available on demand.

Members can also take advantage of a wide range of self-paced programs, covering:

- Nutrition and meal planning
- Fitness activities such as yoga and tai chi
- Stress management and guided meditation
- Sleep improvement strategies
- Chronic disease prevention and tobacco cessation

These flexible options allow members to engage with content on their own schedule and according to their individual needs.

Added Value Through Discounts and Savings

To further support healthy living, MyLife MyPlan includes access to discount and savings programs, such as:

- Reduced-cost gym memberships and fitness programs
- Discounts on wellness tools and lifestyle programs
- Savings on complementary health services, including massage therapy, acupuncture, and chiropractic care

“MyLife MyPlan provides members with practical tools and support to help them make informed decisions about their health,” said Ana Eberhard, vice president of member experience at AvMed. “By focusing on personalization and accessibility, we are making it easier for our members to build healthier habits that last.”

Members can access MyLife MyPlan through the AvMed website or mobile app and begin exploring available resources today.

For more information, visit www.avmed.org.

About AvMed, Inc.

AvMed is a Florida-based health plan headquartered in Miami with a long-standing commitment to serving the communities where its members live and work. AvMed provides commercial group and individual health coverage supported by a broad network of healthcare providers and a dedicated team focused on member well-being.

As part of Sentara Health, an integrated, not-for-profit health system, AvMed is connected to a broader network of care delivery, population health expertise, and clinical resources. This relationship enhances AvMed’s ability to deliver high-quality, preventive care solutions while maintaining its deep roots and commitment to the Florida communities it serves.

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