



FOR IMMEDIATE RELEASE

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**NEW AGREEMENT FOR JUPITER MEDICAL CENTER AND
BLUE CROSS AND BLUE SHIELD OF FLORIDA**

New contract ensures in-network access for BCBSF members

July 1, 2009 – Jupiter Medical Center (JMC) today announced it has reached a new contract agreement with Blue Cross and Blue Shield of Florida (BCBSF). The new agreement includes PPO, HMO, NetworkBlue, Advantage65, Traditional, Blue Medicare HMO and Blue Medicare PPO lines of business. The new three-year contract will be effective August 1, 2009.

“Jupiter Medical Center is committed to serving the needs of this community. We are pleased this new agreement with Blue Cross and Blue Shield of Florida will ensure that our patients will still have access to high quality healthcare,” said Paul Dell Uomo, President and Chief Executive Officer of JMC. “These negotiations were very important because they directly impact our ability to provide high quality care to the people we serve.”

“We are very pleased to continue our relationship with Jupiter Medical Center,” said Dr. Barry Schwartz, vice president, Network Management, BCBSF. “We constantly strive to provide our members with access to quality care and the agreement with JMC and its physicians continues this tradition.”

As northern Palm Beach County’s only not-for-profit community hospital, JMC puts every single penny of payment back into the hospital, improving its services, and attracting and retaining top notch hospital caregivers. No profits are paid to private shareholders. Contracts with private insurance companies are critical to the hospital’s ability to meet the community’s healthcare needs.

“As an independent, non-profit, community hospital, JMC faces challenging financial circumstances,” said Dell Uomo. “Today’s difficult healthcare environment means that we have to work hard everyday to provide the quality care that this community deserves. That’s our commitment to our patients, and this new contract ensures we can meet that commitment.

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About Jupiter Medical Center

A not-for-profit, 283-bed community Medical Center consisting of 163 private acute care hospital beds and 120 long-term care beds, Jupiter Medical Center provides a broad range of services, with specialty concentrations in orthopaedics, long-term care, minimally invasive vascular procedures, cancer care and advanced diagnostics. Jupiter Medical Center is affiliated with the University of Miami Miller School of Medicine, and is currently in the midst of a major, multi-year growth plan which includes an Outpatient Center, additional ICU beds and a Heart & Vascular Center. The Medical Center has approximately 1,500 employees, 490 physicians and 700 volunteers. For more information about the services available at Jupiter Medical Center, please call (561) 747-2234 or visit www.jupitermed.com.

About BCBSF

Celebrating 65 years as Florida's leader in the health industry, Blue Cross and Blue Shield of Florida is mission-driven to improve affordable access to health care. 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 visit www.bcbsfl.com or to listen to Floridians speak out on health care issues visit www.thepowerofthehumanvoice.com.

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