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GuideWell Health and Crucial Care Launch GuideWell Emergency Medicine Doctors in Orlando
– New business to provide easy access to Emergency Medicine Physician services in retail setting –

JACKSONVILLE and ORLANDO, Fla. – April 11, 2014 – GuideWell Health has formed GuideWell Emergency Medicine Doctors, LLC, which will serve as a stand-alone medical facility serving the Orlando metropolitan area from its premier location in Winter Park, Fla.

This unique medical facility is staffed by emergency medicine physicians and has the clinical capabilities to handle both major medical issues – such as heart attacks, strokes and internal injuries – as well as minor issues, like respiratory illnesses, ear and eye infections and sports injuries for adults and children. The medical facility will be operated by Crucial Care, a Jacksonville, Fla.-based corporation that specializes in high-acuity urgent care facility management.

This model of care brings together two innovators in the health care industry.

- Crucial Care – whose capabilities provide a cost effective alternative to the typical hospital-based emergency care with a better patient experience.
- GuideWell Health - which is a newly formed entity that aims to be a leader in transforming the delivery of health care. The company is focused on delivering superior health outcomes and experiences to patients via new, innovative care delivery models.

“By partnering with Crucial Care to operate GuideWell Emergency Medicine Doctors we are able to provide area residents with direct access to top-of-line urgent care services,” said Dr. Jonathan Gavras, president of GuideWell Health. “Collectively we are creating a repeatable business model that focuses on patient-centered quality outcomes, while providing these outcomes at an affordable cost to our patients in the Orlando community.”

"We are thrilled to be partnering with GuideWell Health. They share our focus on delivering what's best for patients, and together we will positively impact a lot of lives," said Mike Shumer, CEO of Crucial Care. "People deserve access to the right care, at the right time, and at the right location. This partnership is driven to provide patients with access to high quality care at the best value."

The new Winter Park facility will be approximately 7,500 square feet, with 15 to 20 examination rooms. The exam rooms are designed for quick assessment and treatment of a variety of situations. Additionally, the facility is equipped with onsite ultrasound, CT scan, IV fluids, digital x-ray machines and diagnostic labs.

GuideWell Health will evaluate opportunities to launch additional GuideWell Emergency Medicine Doctors locations based on market needs and emergency room utilization patterns.

GuideWell Emergency Doctors of Orlando will open in the fall of 2014, and will be located along U.S. Highway 17-92 in Winter Park, Fla.

About GuideWell Health

GuideWell Health, Inc. is a wholly owned subsidiary of the GuideWell Mutual Holding Corporation (“GuideWell”). Launched in 2014, the vision of GuideWell Health is to be a leader in transforming the health care industry by providing and enabling excellence in provider management and performance.

About GuideWell Mutual Holding Corporation

GuideWell Mutual Holding Corporation is a not-for-profit mutual holding company that is the parent to a family of forward-thinking companies focused on transforming health care.

About Crucial Care

Founded in Jacksonville, Florida, a Crucial Care facility combines high quality, compassionate care with the ability to treat high caliber cases, like an emergency room and beyond those provided by an urgent care clinic. Each location features easy access to Board Certified Emergency Medicine Physicians with onsite CT Scan, Digital X Ray and laboratory. Each facility is open 7 days a week and no appointment is needed.

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