

904-363-5091 P.04
FAX TO: LINDA WILSON UCJ 76
Product MANAGEMENT
Blue Cross & BLUE SHIELD of Florida
Phone: (904) 905-4252
Fax: (904)
FROM: Davis Kilgroe, Florida Trend Magazine
Phone: 813-892-2626
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THE MAGAZINE OF FLORIDA BUSINESS

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FLORIDA TREND'S *Top Rank Florida* is compiling information for its 1997 List of the Top ranked HMOs in Florida. To be considered for this list, fill out the following questionnaire and return it by fax to Davis Kilgroe, Top Rank Florida, at (813) 892-2955.

Deadline for submissions is June 20, 1997. There is no charge for this listing.

1. Name of Firm: HEALTH OPTIONS INC
 2. Full Florida Address: P.O. Box 1798
Jacksonville, FL 32231
 3. Name and Address of Parent: Blue Cross and Blue Shield of Florida
(same address)
 4. Telephone: (904) 905-4162
 5. Enrollment in Florida: Commercial: 558,882
Medicaid: _____
Medicare: 82,832
Individual HMO: 9,822
Total: 651,536
 6. Number of Participating Physicians in Florida: 11,819
 7. Number of Participating Hospitals in Florida: 138
 8. Number of Counties Covered in Florida: 39
 9. Is your plan for profit? Yes
 10. Is your plan accredited? Yes Accrediting Entities National Committee for Quality Assurance (NCQA)
 11. Year licensed in Florida? 1984
 12. Top Executive: William E. Flaherty, Chairman of the Board/CEO
 13. Medical Director: Daniel B. Lestage, M.D.
- Information provided by: Linda Wilson Date: 6/12/97
Title: Product Analyst Phone: (904) 905-4252 Ext: _____

FAX COMPLETED SURVEY TO (813) 892-2955

Questions? Call Davis Kilgroe at (813) 892-2626