

**Because ... Now
you can afford Health Plans
for your employees like the**



Texas Midwest Chamber Cooperative, an innovative collaboration with Chambers of Commerce in the Texas Midwest Community Network and FirstCare Health Plans, offers you the opportunity to qualify for discounts only previously available for large employer group plans.

| Likelihood of getting significant Health Plan discounts | |
|---|---|
| Big Business | <input checked="" type="checkbox"/> Big Discounts |
| Small Business Member of Texas Midwest Chamber Cooperative | <input checked="" type="checkbox"/> Big Discounts with FirstCare |

**Another Advantage
of Your Chamber of Commerce
Membership**



* Registration fee schedule and more information available at www.texasmidwest.org/cooperative.

**Membership is not required for obtaining a quote.

Collaboration Results in Advantages for Your Business

This innovative plan to offer affordable health insurance for employers of the Texas Midwest was the result of a unique collaboration between existing partnerships.

The plan took shape when the Texas Midwest Community Network leadership began putting together the necessary players to take advantage of recent legislation. The new law allows businesses to form Health Group Cooperatives that permit members to benefit from discounted premiums and flexible plan designs traditionally reserved for only large employer groups. Calling on Hendrick Health System, located in Abilene, who has been a longtime financial supporter and partner of the Texas Midwest Community Network and an owner of FirstCare Health Plans, the two groups sat down and began developing a service that would result in creating a competitive advantage for economic development in the region.



It quickly became apparent the next partner critical for making this plan a success would be the local Chamber of Commerce in each city in the region.

The result of their partnerships is a completely unique, first-of-its-kind cooperative, the **Texas Midwest Chamber Cooperative**, a working collaboration of FirstCare Health Plans and local Chambers of Commerce who are also partners of the Texas Midwest Community Network.

The plan provided by the Texas Midwest Chamber Cooperative meets all the criteria set forth by the legislation. All the elements now are in place to offer Texas Midwest businesses affordable health plans.

So, go ahead and **think big**. Your business can take advantage of an affordable option for providing health plan benefits, and this new benefit will give you one more powerful advantage for attracting and retaining a quality workforce.

Now ... You can afford to think BIG!

All you have to do is call your local Chamber of Commerce or go to www.texasmidwest.org/cooperative

