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FirstCare Health Plans Hires AVP of Brand and Marketing Management

AUSTIN, Texas (June 9, 2014) – Today, officials at [FirstCare Health Plans](http://www.firstcare.com) named [Jessica Sullivan](#) the new assistant vice president of brand and marketing management. Sullivan is responsible for developing FirstCare’s brand and marketing strategy to deepen customer engagement, promote utilization of health and wellness programs and achieve revenue and profit goals tied to the product portfolio.

“Jessica brings with her a wealth of knowledge about marketing in the health care industry,” said Ashley Allen, senior vice president of marketing. “We’re excited to have her join our team which is dedicated to supporting FirstCare’s goal of helping Texans lead healthier lives.”

Sullivan has 19 years of experience in advertising, marketing, direct response and alliance management. Since 2000, she worked for Blue Cross Blue Shield of Florida (BCBS). Her most recent position at BCBS was leader of ancillary program integration. Prior roles include account executive at St. John & Partners Advertising and Public Relations, account executive at Harte-Hanks Direct Marketing and Peace Corps volunteer in Tegucigalpa, Honduras.

Sullivan holds a bachelor’s degree in business management with a concentration in marketing from the A. B. Freeman School of Business at Tulane University in New Orleans, Louisiana.

Sullivan and her family recently moved to the Austin area from Jacksonville, Florida. She will work at FirstCare’s headquarters in Austin.

About FirstCare Health Plans

At FirstCare Health Plans, we believe that Texans and our communities should be healthy. As a result, we work with premier doctors and hospitals to provide Texans access to affordable, high-quality care.

Since 1985, we’ve been serving the health care needs of members across North, West, and Central Texas. FirstCare offers a wide range of HMO, PPO, HSA and ASO products through a variety of programs, including: small and large employer plans; state, federal and teacher plans; government programs; and the Health Insurance Marketplace.

With the support of our owners—Covenant Health in Lubbock and Hendrick Health System in Abilene—we now serve approximately 165,000 members. Our corporate headquarters are located in Austin, Texas. We also have offices in Abilene, Amarillo, Lubbock and Waco. For information, please visit www.firstcare.com.