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Media Contact: Karen Inglis
Corporate Communications
FirstCare Health Plans
512-257-6218
kinglis@firstcare.com

**FirstCare Health Plans Names Brianna Braden
Vice President of Human Resources**

AUSTIN, Texas (Nov. 15, 2013)– Today, officials at [FirstCare Health Plans](#) announced [Brianna B. Braden](#), PHR, as the new vice president of human resources.

“Brianna brings a wealth of experience to this position, and we are pleased that she has joined our management team,” said FirstCare’s President and CEO Darnell Dent. “Brianna will oversee all activities that involve our employees, including: talent strategy, inclusion and diversity, performance management, compensation, benefits, employee rewards and motivation systems.”

In her new role, Braden is responsible for attracting and retaining the right talent to support the organization’s growth and development.

Prior to joining FirstCare, Braden was Senior Vice President of Human Resources at Harden Healthcare, a health care services provider with operations in 14 states. Under her guidance, the company was rated as one of the “Top Places to Work” in 2011 by The Austin American-Statesman.

In addition to her professional certifications, Braden holds a Bachelor of Arts in Sociology with a minor in speech communication from The University of Texas at Austin. Braden resides in the Austin area with her husband and their 3-year-old daughter. She is actively involved in the community through many local and national society affiliations and volunteer activities.

“Brianna’s civic engagement reflects FirstCare’s value of service and commitment to caring for our community,” said Dent.

About FirstCare Health Plans

[FirstCare Health Plans](#) was born and bred in Texas and we are extremely proud of that heritage. Founded by local physicians in 1985, our company has remained focused on providing access to affordable, quality care. With the support of our owners – Covenant Health in Lubbock and Hendrick Health System in Abilene – we now serve approximately 165,000 members.

- ★ FirstCare provides comprehensive health care services to HMO subscribers and their enrolled dependents within their approved service area.*
- ★ FirstCare also owns Southwest Life & Health Insurance Company (SWL&H), which offers the FirstCare PPO product.*
- ★ FirstCare is a qualified health plan issuer in the Health Insurance Marketplace.*
- ★ FirstCare Administrative Services adds to our portfolio by providing self-funded services.*
- ★ FirstCare is also a market leader in partnering with purchasing cooperatives to provide large group economies to pools of smaller employer groups.*

Our corporate headquarters are located in Austin, Texas. We also have offices in Abilene, Amarillo, Lubbock, and Waco. For more information, please visit www.firstcare.com