



## FOR IMMEDIATE RELEASE

Media Contact: Mike Martin  
Corporate Communications  
FirstCare Health Plans  
512-257-6398  
[media@firstcare.com](mailto:media@firstcare.com)

### **FirstCare Health Plans opens new enrollment center in Lubbock**

*The doors to great local coverage are open*

**LUBBOCK, Texas** (October 31, 2014) – Lubbock area residents have a new place to explore health care coverage options in person. FirstCare Health Plans announced today the opening of a new enrollment center in Lubbock, located at 1901 W Loop 289, Suite 8B. Staffed with knowledgeable representatives, the center offers a place to come in, sit down, ask questions and navigate health care coverage face-to-face for a variety of plans. The opening of the center coincides with the beginning of the Medicare annual enrollment period on October 15.

"Choosing the right health care plan isn't always easy, given recent changes and mandates," commented FirstCare CEO and President Darnell Dent. "We believe the time is right to provide a convenient place with extended hours, including evenings and Saturdays, to help the Lubbock community compare plans and decide what's right for them and for their families."

FirstCare provides comprehensive, high-quality, affordable health plans for groups and individuals. Plans include an extensive local network of doctors and hospitals, along with pharmacy coverage, dental, vision, health savings accounts and health and wellness options.

The enrollment center hours are Monday - Friday (8 a.m. - 6 p.m.) and Saturdays (10 a.m. - 4 p.m.). Stop in during our hours of operation or call to make an appointment. Grand opening events are planned throughout the fall. Please check the FirstCare Facebook page ([facebook.com/firstcarehealthplans](https://facebook.com/firstcarehealthplans)) for updates and invitations.

#### ***About FirstCare Health Plans***

*Our mission is to provide access to high quality, affordable health care through strong partnerships in the communities we serve.*

*Since 1985, we've been serving the health care needs of members across North, West, and Central Texas. Today, our service area includes 108 counties, with local offices in Abilene, Amarillo, Lubbock, Waco, and corporate offices in Austin, Texas. We offer 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 serve over 170,000 members. For more information, please visit [www.firstcare.com](http://www.firstcare.com).*

###