

FOR IMMEDIATE RELEASE

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

FirstCare Selects HealthEdge as Technology Platform Vendor

AUSTIN, Texas (Jan. 12, 2011) – HealthEdge, provider of the only modern, enterprise-class software platform for health care payors, today announced that Austin, Texas-based FirstCare Health Plans has selected the patented HealthRules product suite to enable them to address the many business imperatives that are driving the new health care economy. Serving over 130,000 members, FirstCare provides a wide variety of health care options and services to both organizations and individuals in Texas.

"FirstCare prides itself on its solid track record of meeting the changing needs of its clients," said Arik Hill, FirstCare's chief information officer. "We realized several years ago that our ability to remain competitive in the rapidly changing health care market would depend on having the latest technology at our disposal. With that in mind, we completed an exhaustive, multi-year search for a new core platform that would enable us to address upcoming market demands, quickly adopt new health care standards like ICD-10, dramatically increase efficiency, and offer our customers an even greater selection of cutting-edge products and services."

"When the search was complete," Hill continued, "our review committee agreed that the choice was obvious. After a careful review of all of the leading competitors, we believe that HealthRules is the only option for payors that are looking for a modern, flexible, 21st century health care platform. The HealthRules product suite will provide us with the flexibility, power, and capabilities that we will need as we continue to grow our business, and as we continue to expand our offerings to our customers."

"We are thrilled to have been selected by FirstCare to provide their next-generation health care technology platform," said HealthEdge CEO Rob Gillette. "Their decision to purchase HealthRules after a comprehensive review of all available solutions is yet another powerful validation of the unique capabilities that we offer today's health care payors. We look forward to working with the FirstCare team to further enhance their claims and benefit administration capabilities, increase operational efficiencies, improve business transparency and decrease administrative costs."

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.