



## FOR IMMEDIATE RELEASE

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## FirstCare Health Plans and LifeBalance—Balancing Lives in Texas

*FirstCare and the LifeBalance Program have Partnered to Connect Texans with Life-Enhancing Experiences*

**AUSTIN, Texas** (September 1, 2018) – Today, officials at [FirstCare Health Plans](http://FirstCare Health Plans) announced that their commercial members are now able to save money on the healthy activities that leave them feeling fit, happy, and fulfilled.

FirstCare has partnered with the LifeBalance Program, a member discount platform that provides savings on thousands of recreational, cultural, well-being, and travel-related activities. The platform was made accessible to select FirstCare members September 1, 2018.

“We’re delighted to bring the LifeBalance Program to Texas and to FirstCare members!” said LifeBalance Co-Founder Dave Miller. “We feel we’ve found a great partner in FirstCare. We’re excited about the robust discount network we’ve built in West Texas, and we think FirstCare members will be, too.”

For FirstCare, the partnership provides yet another avenue for the health plan to meet its goals of fostering well-being in Texas communities.

“The program is a great fit for us,” said FirstCare AVP Underwriting and Product Management Tony Rourke. “We’re here to support Texans and create healthy Texas communities. Not only will LifeBalance provide exciting savings that help our members live well, but the company’s local focus ensures we’ll be supporting Texas businesses and strengthening the communities we serve.”

The FirstCare partnership created yet another opportunity for the LifeBalance Program to expand into new territory.

“In 2017 we were excited to grow into new areas throughout California to service some of our long-standing clients,” says Miller. “And we just launched our program and local savings platform in Illinois for Health Alliance Medical Plans in July. It’s been a strong year of growth for LifeBalance, which just means we’re fulfilling our mission of connecting as many people as possible to life-enhancing experiences.”

(more)

**About LifeBalance**

*Founded in 1996 in Portland, OR, The LifeBalance Program's vision is to inspire everyone to lead a balanced life. The company has dedicated itself to connecting its members to the things we all love most — fun family time, the great outdoors, health, fitness, travel, sports, the arts, and above all, a good deal. Because LifeBalance believes that happiness and fulfillment are found when we stick to one guiding principle: Never get so busy making a living that you never make a life.*

**About FirstCare Health Plans**

*At FirstCare, our mission is to work together to serve our customers and build healthier communities—one member at a time. Since 1985, we've been serving the health care needs of members across North, West, and Central Texas. Today, our service area includes 143 counties, with local offices in Abilene, Amarillo, Lubbock, 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 160,000 members. For more information, please visit [FirstCare.com](http://FirstCare.com).*