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FirstCare Health Plans Names New Regional Sales Director

AUSTIN, Texas (March 22, 2018) – [FirstCare Health Plans](#) has named [Scott Carlisle](#) as the new regional sales director for its Amarillo, Lubbock and Midland markets.

"We understood that choosing our new regional sales director would be no easy task. Our ideal candidate would be the face of our organization to our agents and brokers—and to potential and existing customers as well. We took great care in our selection as we wanted to assure our agents and brokers that we were bringing in the right person to support our sales efforts in the communities we serve," said FirstCare President and CEO Darnell Dent. "Scott's experience and sales achievements proves he is the right choice to elevate FirstCare's market position. We are excited to have him on board with FirstCare."

Carlisle brings more than 20 years of sales, marketing, and business development experience in the health care industry, specifically in the Lubbock and Amarillo areas. He previously served as the Director of Business Development for BSA Health System in Amarillo since 2014. Scott also held sales and marketing positions with Northwest Texas Care System in Amarillo and HealthSmart Preferred Care PPO Network in Lubbock. In his new role, he will focus on cultivating brokerage relationships to grow FirstCare's commercial line of business.

Carlisle holds a bachelor's degree from Texas Tech University, in Lubbock, Texas.

He will be based out of FirstCare's regional sales office in Lubbock, Texas.

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 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 170,000 members. For more information, please visit [FirstCare.com](#).

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