



# Health Plans

For more than 26 years, Health First Health Plans (HFHP) has proudly served our communities, offering exceptional products to meet the insurance needs of our members. We have prided ourselves on our strong relationship with our members, providers, brokers and vendors to deliver extraordinary service and quality. While we recognize HFHP does not have the resources of a national insurance provider, we have worked hard to make ourselves easy, convenient, and accessible for all.

To position HFHP for future growth throughout Central Florida, we signed an administrative services agreement to outsource many of our back-office functions and provide leading technology tools for our customers. As you might be aware our teams filed, and were approved, to expand with Medicare Advantage (MA) and Individual, Family Plans (IFP) to Orange, Osceola, Polk, Lake, and Pasco counties for January 1, 2023.

However, due to recent circumstances, the difficult decision has been made to withdraw our applications for expansion for 2023. The reasoning for this decision is based upon HFHP's continuing commitment to provide an exceptional experience for its future members and the provider network. And at this time, we are evolving our operations functions to meet this pledge and do not feel as though it would be prudent to expand.

Health First Health Plans will continue to offer MA and IFP products in Brevard, Flagler, Highland, Hardee, Indian River, and Volusia counties. In Seminole County we are removing MA and will only offer IFP products.

Thank you for your continued support and commitment to our members. We look forward to continuing our expansion strategy in 2024.

Sincerely,

Matthew Gerrell  
CEO, Health First Health Plans