

You can search the entire galaxy,  
**but we have the most  
stars for this area.**



**Be confident in a local health plan  
that is one of the top in the nation.**

- The top-rated coverage in the area<sup>1</sup>
- Quality that is top-ranked in the nation<sup>2</sup>
- Service recognized as "An Outstanding Customer Service Experience"<sup>3</sup>

**Health**  
**First** | **HEALTH FIRST**  
**Health Plans**

*Inspiring healthy moments.*



## Health First Health Plans gives you nationally recognized quality with locally based service.

As a local health insurance company, we're used to being recognized—in the grocery line, on the street, at community events and in one of our more than 40 health facilities on the Space Coast. However, lately we've been recognized across the country by organizations like:

- The Centers for Medicare & Medicaid Services (CMS), which recognized Health First Health Plans with 4.5 out of 5 stars as an Overall Plan Rating<sup>1</sup> on [www.medicare.gov](http://www.medicare.gov).
- The National Committee for Quality Assurance (NCQA), which ranked Health First Health Plans #20 in the nation among Medicare Advantage Plans.<sup>2</sup>
- J.D. Power and Associates, which recognized Health First Health Plans' Call Center for providing "An Outstanding Customer Service Experience."<sup>3</sup>

**Get the confidence that comes with having nationally recognized coverage and the peace of mind that comes with local service. Call or visit Health First Health Plans today. You can visit our office Monday through Friday, from 8 a.m. – 5 p.m.**

**321-434-5665 | 1-800-716-7737 | TTY 1-800-955-8771 | 7 days a week, 8 a.m. to 8 p.m.**

"Very few Medicare beneficiaries have access to plans rated at this elite level, so I am extremely proud we can offer this unique opportunity to Space Coast residents."—Margaret Haney, President/CEO Health First Health Plans

**Health First** | **HEALTH FIRST**  
**Health Plans**

*Inspiring healthy moments.*

Choose the highest-rated Medicare Advantage plan available anywhere in central and south Florida.<sup>1</sup>



**Health First Health Plans received 4.5 out of 5 stars as an Overall Plan Rating from the Centers for Medicare & Medicaid Services (CMS) on [www.medicare.gov](http://www.medicare.gov).**

When choosing a Medicare Advantage plan, CMS Overall Plan Ratings should be an important part of your decision-making process. That's because star ratings are based on measurements of clinical quality and customer service—taking into account how a health plan works to keep you healthy and manage long-term illness, as well as the quality of customer service that a plan provides.

Choose one of the top-ranked plans in the nation.<sup>2</sup>

**Health First Health Plans ranked #20 in the nation among Medicare Advantage plans by the National Committee for Quality Assurance (NCQA) Health Insurance Rankings—Medicare (2010-2011).**

The National Committee for Quality Assurance (NCQA) is an independent, nonprofit organization dedicated to improving healthcare quality. This ranking recognizes Health First Health Plans as one of the top-ranked Medicare Advantage plans in the entire nation. All rankings are displayed online at [www.ncqa.org](http://www.ncqa.org).



Choose nationally recognized quality and local, award-winning service.<sup>3</sup>

**For the third year in a row, Health First Health Plans' Call Center has been recognized by J.D. Power and Associates for providing "An Outstanding Customer Service Experience."**

**This designation goes to call centers that exceed a national benchmark for satisfaction on a survey of their customers who evaluated performance based on these factors:**

- Courtesy
- Knowledge
- Concern for the customer
- Usefulness of the information provided
- Convenience of operating hours
- Ease of reaching a representative
- Timely resolution



## Nationally recognized service right in your backyard!

Finding the Medicare Advantage coverage you need is easy with a local health insurance company like Health First Health Plans.

Visit our headquarters on 6450 US Highway 1 in Rockledge, FL  
Monday through Friday from 8 a.m. to 5 p.m.

Call our friendly, award-winning<sup>3</sup> representatives at

**321-434-5665 | 1-800-716-7737**  
**(TTY 1-800-955-8771)**

**7 days a week, 8 a.m. to 8 p.m.**

Visit us online at [www.HealthFirstHealthPlans.org](http://www.HealthFirstHealthPlans.org).

HEALTH FIRST  
**Health Plans**

*Health*  
*First*

*Inspiring healthy moments.*

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<sup>2</sup>Health First Health Plans ranked #20 among Medicare Advantage Plans by the National Committee for Quality Assurance (NCQA) Health Insurance Rankings — Medicare (2010-2011). All rankings are displayed online at [www.ncqa.org](http://www.ncqa.org). NCQA is a private, nonprofit organization dedicated to improving healthcare quality.

<sup>3</sup>For J.D. Power and Associates 2010 Call Center Certification Program<sup>SM</sup> information, visit [www.jdpower.com](http://www.jdpower.com).

A Medicare Advantage organization with a Medicare contract. CMS plan ratings information is available online at [www.medicare.gov](http://www.medicare.gov). For more information, contact the plan.