

NEWS RELEASE

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Lubbock Chamber and FirstCare Celebrate 10 Years of Employer Health Plan

LUBBOCK, Texas – Lubbock Chamber of Commerce and FirstCare officials marked the 10-Year Anniversary of the rollout of the award-winning Chamber Employer Health Plan at today’s Chamber Business Expo. It was at the Chamber’s trade show event in 2006 that the health insurance plan for Chamber members was unveiled. The plan was designed as an affordable and discounted health plan for job creators to offer their employees and was designed as a community collaboration between the Chamber, FirstCare Health Plans, Covenant Health and UMC Health System.

“We’d like to thank FirstCare for their partnership as well as our members who have supported this plan with their enrollment throughout the past decade,” said Beth Bridges, Lubbock Chamber of Commerce Chairwoman. “This plan has been a huge benefit for our member businesses, and we’re so proud to be celebrating this today.”

Although the idea originally had its skeptics locally, the plan was a huge success, with roughly 5,000 persons enrolled in its first six months and 10,000 persons enrolled a year later. In its first year, roughly 20 percent of new enrollees previously had no major medical health coverage. Today, the plan operates on a private exchange and offers several options that are compliant with Obamacare requirements while still offering an affordable, discounted and flexible option for employers and their workforce.

The Chamber Employer Health Plan has been featured in both of the Chamber’s nationwide “Chamber of the Year” awards from the Association of Chamber of Commerce Executives as well as in its two 5-Star Accreditations from the U.S. Chamber of Commerce. The plan has been recognized by lawmakers and organizations such as the Heritage Foundation as a model for employer-based health insurance coverage.

The Lubbock Chamber of Commerce represents over 2,000 businesses and over 79,000 employees on the South Plains which accounts for over \$2 billion in annual household earnings in Lubbock and West Texas. The Chamber has twice earned the distinguished 5-Star



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Accreditation from the U.S. Chamber of Commerce and is a two-time Chamber of the Year recognized by the Association of Chamber of Commerce Executives.



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