

On January 1, 2023, AdventHealth Advantage Plans will become Health First Health Plans



More than eight years ago, AdventHealth and Health First partnered to provide quality healthcare coverage in Central Florida originally as Florida Hospital Care Advantage and re-named AdventHealth Advantage Plans as a part of the system-wide brand change. Both plans have always been licensed and operated by Health First Health Plans.

As we look to our shared future with AdventHealth, we are always searching for ways to improve our products and expand brand awareness in Florida. We are excited to announce a change in our 2023 plan names.

To provide continuity and a streamlined coverage experience for our customers, all AdventHealth Advantage Plans products will be rebranded as Health First Health Plans beginning with January 2023, effective dates. This change will make it easier for our current and future members to identify us with a single brand experience as we continue to grow together. In alignment with our on-going partnership with AdventHealth, members will still have access to providers in the AdventHealth network.

Please note that AdventHealth Advantage Plans will continue to be available through December 2022, effective dates and the new enrollment seasons for Medicare Advantage and Individual products will be for Health First Health Plans across all markets.

We hope you share our excitement for this continued partnership with AdventHealth as we move forward together to help our communities grow in wellness and health through quality healthcare coverage.

Thank you for your continued support.



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