



Media Contact:

Lance M. Skelly

404.775.5050

Lance.Skelly@hf.org

Central Florida-Based Health First Health Plans Expands Medicare Advantage Coverage to Lake, Orange, and Seminole Counties

CMS Ranks Health First Health Plans among top 10 percent nationally of nearly 4,000 Medicare Advantage Plans

Rockledge, Fla. – Brevard County-based [Health First Health Plans](#) expanded its Medicare Advantage plan offerings to customers in **Lake, Orange, and Seminole counties** for 2025.

The Medicare Annual Enrollment period begins on Tuesday, October 15 and runs through Saturday, December 7.

Health First Health Plans is a not-for-profit health insurance company with nearly three decades of local customer-centric experience. This year, Health First Health Plans is opening Medicare Advantage offerings to customers in Lake, Orange, and Seminole.

“As a not-for-profit health plan, we’re excited and honored to expand our Medicare Advantage offerings to customers in Orange, Lake, and Seminole counties for 2025,” said Matt Gerrell, Health First Health Plans President. “We know identifying and selecting a Medicare Advantage plan can be at times overwhelming. With so much information out there, and so many different plans to choose from, I am pleased to say it doesn’t have to be that way. As a local, not-for-profit health plan that has served our community with pride and strength for nearly 30 years, [Health First’s Medicare Advantage plans](#) include everything Medicare offers, plus many additional benefits – all backed and supported by local, Central Florida-based customer service associates.

Top 10 Percent

CMS Ranks Health First Health Plans Among Nation’s Best

Health First Health Plans has been rated a 4.5 Star plan by Centers for Medicare and Medicaid Services (CMS) and ranked in the top 10% (91st percentile) of all Medicare Advantage (MA) plans in the U.S.A. - **among nearly 4,000 Medicare Advantage** plans currently available nationwide for individual enrollment.*

"I am proud of the legendary work our Health First Health Plans associates have accomplished and being ranked among the top 10 percent of Medicare Advantage plans nationwide for 2025 is a testament to their efforts, said Gerrell.

"This recognition reflects our ongoing dedication to delivering exceptional care, offering accessible and convenient services, providing knowledgeable and friendly customer support, and collaborating with our members to meet their needs. The valuable feedback our members have provided played a pivotal role in achieving this ranking, and we are deeply grateful for their trust and participation. This prestigious recognition is based on the Centers for Medicare and Medicaid Services (CMS) Stars ratings, which evaluate plan performance in areas including quality of care, customer service, health outcomes, and provider office experience," Gerrell continued.

According to a recent [J.D. Power 2024 U.S. Medicare Advantage Study](#), the most important factors driving customer satisfaction with Medicare Advantage plans are **ease of finding care**, **low out-of-pocket costs**, and **provider choice**.

The study underscores that regional Medicare Advantage plans like Health First Health Plans, on average, outperform many other commercial member health plans in overall customer satisfaction.

Launched in 1996, Health First Health Plans has provided a variety of high value, low-cost services, including a network of more than 4,000 providers and dozens of acute care and office-based medical services throughout Central Florida. Health First Health Plans Medicare Advantage plans currently serve; Brevard, Indian River, Volusia, Flagler, Hardee, and Highlands counties.

Health First offers a variety of health insurance plans such as Medicare Advantage and Individual & Family (both on and off the Marketplace exchange). Health First Health Plans are designed to manage healthcare needs with access, ease, and excellence, with plans to fit every budget, wellness goal, and lifestyle. Depending on the chosen plan, physical and mental health benefits include fitness allowances, pediatric dental care, mental health treatment, and even virtual health and urgent care options.

*Health First Health Plans has been rated 4.5 out of 5 Stars for 2025. Every year, Medicare evaluates plans based on a 5-star rating system.

About Health First

Founded in 1995, Health First is Brevard County's not-for-profit, community healthcare system. The fully integrated delivery network (IDN) includes health insurance plans, hospitals, a multi-specialty medical group, and outpatient and wellness services. As a locally owned, not-for-profit organization, Health First is committed to investing in our community. In 2022, Health First provided more than \$220 million in community support. To learn more about Health First and how we're giving back to our community, please visit [HFgivesback.org](https://www.hfgivesback.org).