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HEALTH FIRST HEALTH PLANS ROLLS OUT SLATE OF MEDICARE ADVANTAGE MEMBER EVENTS FOR 2025

From networking to health and wellness education, the goal is simple – building a stronger community.

Rockledge, Fla. – A day at the Brevard Zoo. A lunch-and-learn. A movie night? A scavenger hunt ... or a “safety” day?

If these all sound like a week of summer camp for kids, you’d be wrong...although many of the participants would still consider themselves kids at heart.

Brevard County-based Health First Health Plans hosts dozens of events – both large and small – throughout the year for its Medicare Advantage members around the Brevard County area – including seminars, walks, luncheons, movies, a day at the Brevard Zoo, and scavenger hunts – all at no cost to members. And another slate of events [is already in the works for 2025.](#)

“Our Medicare member events are a fantastic way to bring our members together, helping them connect, build friendships, and enjoy a more active life,” said Health First Health Plans President Matt Gerrell.

“Health First Health Plans hosts these events to foster a sense of community, strengthen relationships, and encourage a lively, happy, and healthy experience. They are designed to be fun and engaging - while promoting a healthy lifestyle both physically and mentally. Whether it’s learning about new topics impacting their lives at our Coffee and Conversations events to enjoying a day at the zoo, or participating in a chair movement class, there’s something for everyone.

I truly love seeing the joy they experience networking and engaging with their friends, neighbors, and one another. This is one of the perks we are honored to offer our members as a locally owned and operated not-for-profit health plan – we’re more than

just a health insurance company with a phone number leading to an out-of-state customer service representative,” Gerrell continued.

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 cares and office-based medical services throughout Central Florida.

Health First Health Plans [was named a 4.5 Star plan* by Centers for Medicare and Medicaid Services \(CMS\)](#) ... ranking in the top 10 percent (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.

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.

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