



**FOR RELEASE**  
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## **LifeBalance Partners with Health Options to Expand Services and Help Mainers Lead Healthy, Happy, and Balanced lives**

*Portland, OR* - - Beginning in early 2019, Members of Community Health Options small and large group health plans in Maine will enjoy savings on thousands of well-being-related purchases.

Health Options has partnered with the LifeBalance Program, a savings platform that is designed to help participants enjoy activities that leave them feeling healthy, happy, and fulfilled. The LifeBalance platform provides Member-exclusive discounts at thousands of recreational, cultural, well-being, and travel-related businesses. Savings options are focused on local businesses and regional attractions, but also includes offers with nationally-recognizable brands.

For Health Options, the partnership offers another way to fulfill its goal of providing high-quality benefits that foster improving the overall health of individuals and communities.

"At Community Health Options, we want to lead the way in transforming community health while creating a positive impact on local economies," said Kevin Lewis, President and Chief Executive Officer at Community Health Options. "In LifeBalance, we found a program that will foster Member well-being, and also support local businesses within our communities. It's a great fit for our organization."

For LifeBalance, the partnership with Health Options is another exciting development in a year of continued growth. The Portland, Oregon-based company has long serviced clients on the West Coast, and in 2018, expanded its network to service Health Alliance Medical Plans in the Midwest and FirstCare Health Plans in Texas.

"It's been an amazing year for LifeBalance," said LifeBalance Co-Founder Dave Miller. "We've grown into several new states and are servicing hundreds of thousands of new members. We want to encourage everyone to lead healthy, happy, and balanced lives, and we're thrilled to have found new partners like Community Health Options who share our vision."

During the remainder of 2018 and in 2019, LifeBalance is working to create a localized discount network for Health Options small and large group Members. "Our goal is always to provide numerous local discount options to participants," said Miller. "We're looking forward to developing this new geographic region and unveiling a robust and valuable discount network for Health Options small and large group Members available in 2019."

**About Community Health Options**

*Community Health Options® is a non-profit, Member-led health plan providing comprehensive, Member-focused health insurance benefits for individuals, families, and businesses. Community Health Options is licensed in Maine and New Hampshire. For more information about Health Options, visit: [HealthOptions.org](http://HealthOptions.org).*

**About LifeBalance**

*Founded in 1996 in Portland, OR, The LifeBalance Program's vision is to inspire everyone to lead a balanced life. The company has dedicated itself to connecting its members to the things we all love most -- fun family time, the great outdoors, health, fitness, travel, sports, the arts, and above all, a good deal. Because LifeBalance believes that happiness and fulfillment are found when we stick to one guiding principle: Never get so busy making a living that you never make a life.*

*For more information, visit [LifeBalanceProgram.com](http://LifeBalanceProgram.com).*