



For Immediate Release: Community Health Options Debuts New Brand Look

Lewiston, ME, August 17, 2020 – Maine-based Community Health Options, (“Health Options”), a nonprofit Consumer Operated and Oriented Plan (CO-OP) health insurance provider, was founded on a simple premise: **prioritize people over profits**. Founders Kevin Lewis, president and CEO, and Robert Hillman, senior vice president and COO, first started developing this idea in 2011. Almost ten years later, Health Options is one of Maine’s largest health insurance carriers for the individual market and a provider of benefits to more than 1,300 businesses. The organization is **celebrating its progress by updating its brand look**.

“While our look is new, our mission will never change,” said Lewis. “We believe that meaningful partnerships with Members, businesses, and health professionals will improve the quality of health benefits, reduce costs, transform individual and community health, and positively affect local economies.”

The new logo, with dots gathered around a medical cross, represents a community of healthcare. The bright colors reflect the optimism we feel as health Options builds toward its collective future.

“We built the organization, which is staffed by Mainers, from the ground up,” said Lewis. “This year, we have added new products and services and improved our high-quality benefits, which focus on prevention and wellness while keeping costs low. In a time when our country has experienced unprecedented unemployment and health challenges, we are committed to serving our Members and our communities with expertise, respect, and compassion through the current pandemic and far beyond.”

For more information about Health Options’ history and future plans, please contact Heather Bouffard at (207) 808-9373 or hbouffard@healthoptions.com.

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