

**FOR IMMEDIATE RELEASE**

## **First Choice Health Partners with Mentor Creative Group to Develop Cutting-Edge Platform For Employers**

*Joint project will work to identify needs of employers, leveraging data-driven insights to deliver an innovative platform for the fast-growing number of employers using First Choice Health*

**Seattle – February 25, 2019** – [First Choice Health](#), a forward-thinking provider-owned and provider-driven healthcare organization, has partnered with [Mentor Creative Group](#), a full-service digital agency based in Seattle, to advise on the development of a new platform that will allow First Choice Health (FCH) employer clients to be more proactive than ever in addressing the healthcare needs of their employees by leveraging data-driven insights more effectively.

FCH reached out to Mentor seeking a more cutting-edge and user-friendly experience for employers. To kick off their partnership, Mentor has begun researching FCH’s various employer customer segments, which will lead to actionable insight into their employee population health. In the second phase, Mentor will work with First Choice Health to design, develop, and launch the new employer platform experience in the second half of 2019.

“Since I began at First Choice Health, I’ve been focused on identifying ways to bring our employer platform to a new level, particularly how to provide more real-time, actionable insights as opposed to retroactive data,” Okigwe said. “We are excited to work with a dedicated creative digital team like Mentor to think even more progressively around product design and user experience, and ultimately deliver progressive and forward-thinking healthcare solutions for all of our customers.”

“Mentor works closely with our clients to find the most suitable approach to meet any need, and as a team of creators who value forward-thinking design and innovation, we are thrilled to be working with an organization like First Choice Health that is so open to new ideas and that values cutting-edge approaches to problem-solving and user experience,” Aaron Shurts, Mentor Creative Group’s Founder and Creative Director, said. “Healthcare is traditionally a difficult space when it comes to true innovation, so it speaks volumes that First Choice Health is doing so much to be proactive and preemptive.”

The partnership with Mentor expands upon First Choice Health’s revitalized strategic growth, led by CEO Jaja Okigwe, who joined the company in the spring of 2018. Built by hospitals and physicians from the ground up, the fast-growing FCH is the largest independent network in an eight-state region contracting with more than 100,000 providers, 2,400 facilities, and 362 hospitals throughout Washington, Oregon, Alaska, Idaho, Montana, Wyoming, North Dakota and South Dakota, covering more than 600,000 people.

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## **About First Choice Health**

[First Choice Health](#) is a forward-thinking alternative to traditional healthcare, offering unparalleled access to providers, expert benefits administration, and an Employee Assistance Program, supporting members in every step of their healthcare journeys. Built by hospitals and physicians from the ground up, the provider-owned FCH focuses on flexible healthcare administration and cost containment, giving employers of all sizes the opportunity to build a care management plan to suit their unique healthcare needs. FCH's advanced population health metrics provide employers with practical data that inform decision-making, while its growing provider network delivers the medical resources needed to take action. Originating as a provider network in 1985, First Choice Health has grown to serve all of Washington and the Northwestern U.S., including Oregon, Alaska, Idaho, Montana, Wyoming, North Dakota and South Dakota. As part of that growth, FCH (headquartered in Seattle, Wash.) began offering third party administration, medical management and employee assistance program services. For more information, visit First Choice online at [www.fchn.com](http://www.fchn.com).

## **About Mentor Creative Group**

Founded in 2014 and based in Seattle, WA, [Mentor Creative Group](#) works on a range of technology projects from digital marketing to enterprise platforms. Mentor works closely with its clients to find the most suitable approach to meet any need. The Mentor model is robust enough to provide a full service design and technology solution and flexible enough to fill a staffing gap."

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