



NEWS

FROM SIIA MEMBERS

OCTOBER 2025 MEMBER NEWS

SIIA boasts a very active and dynamic membership. Here are some of the latest developments from member companies and individuals powering the self-insurance industry.

Michael Sullivan Named New Chief Commercial Officer at The Benecon Group

The Benecon Group announced the appointment of Michael Sullivan as Chief Commercial Officer (CCO). This strategic appointment comes as the company scales its national consortium solution, VERIS, into its next phase of commercial acceleration.

A veteran healthcare executive, Sullivan brings over 25 years of experience leading complex benefit and insurance organizations, including executive leadership roles at Independence Health Group, AmeriHealth Administrators, and Highmark. Sullivan's deep expertise in stop-loss, third-party administration, product strategy and distribution partnerships, paired with his proven track record driving large-scale growth across regional and national markets, makes him uniquely positioned to lead Benecon's commercial operations at this pivotal moment.



We don't just
manage pharmacy benefits.
We humanize them.

PinnacleRx Solutions goes beyond cost control.

We deliver a truly humanized pharmacy experience—transparent, data-smart, and grounded in care.

From personalized member support to better health outcomes, our approach puts people at the center.

That means smarter solutions for you and a healthier, more resilient workforce.

It's time to expect more from your Pharmacy Benefits Manager.

Discover a
smarter solution to
pharmacy benefits.
prxsolutions.com/excellence





Michael Sullivan

"VERIS resonates across the market for its employer control, risk protection, and cost predictability," said Matthew Kirk, CEO of The Benecon Group. "Michael's appointment ensures we build on that traction with operational precision, partner enablement and national scale. He brings a strategic lens, a commercial playbook, and the experience to scale our growth engine across the country."

As Chief Commercial Officer, Sullivan will lead Benecon's go-to-market execution across all fronts, including advisor activation, channel strategy, regional expansion, and strategic partnerships.

"VERIS is a blueprint for scalable self-funding and has already proven its value to advisors and employers across the country," said Sullivan. "In partnership with the expert team at Benecon, my focus is to amplify that success, deepen our partner relationships, and unlock the full market potential of this platform."

MSL Partners With Bridge City Insurance Company

MSL Captive Solutions, Inc. (MSL), an independent underwriting firm specializing in the structure and underwriting of medical stop-loss captives, announced that it will serve as a full-service managing general underwriter (MGU) for Bridge City Insurance Company (Bridge City) for business incepting on or after October 1, 2025.

hpi | a Leading National TPA

Innovative solutions, built around you.



In-house teams for seamless support—implementation through renewal



Tailored point solutions and a la carte programs



The latest in navigation tools and concierge services



Member advocacy solutions



hpiTPA.com



**HPI is a proud sponsor of the
SIIA25 – INNOV8 National Conference**



Connect with us on LinkedIn or meet-up with an HPI team member in between SIIA's captivating breakout sessions.



Make an impact.

Visibility starts with PharmPix.

PharmPix combines the power of our proprietary, flexible OneArk® technology with proactive, actionable insights that optimize your pharmacy benefit.

As drug spending continues to rise, our proactive and conflict-free solutions streamline access, improve oversight, and guide members through complex therapies, all while avoiding unnecessary cost or delays.

PharmPix's innovative technology and actionable analytics make an impact where it matters most: reducing costs and improving member care.



A PBM PARTNER YOU CAN TRUST



Bridge City is an underwriting carrier within HM Insurance Group (HM), a wholly owned subsidiary and diversified business of Highmark Inc. Bridge City is rated A (Excellent) by AM Best and is currently licensed to write accident and health business in 44 states. The HM Specialty team at HM Insurance Group uses Bridge City to focus on unbundled stop-loss business, operating through a select group of non-competing MGUs.

"We are excited to be partnering with Bridge City, which brings deep experience and resources in the accident and health sector," said Andrew Berry, President of MSL. "Their flexible underwriting approach and ability to provide capacity above captive layers provide significant opportunities to support both single-parent and group captive programs," added Berry.

"The captive sector continues to grow with strong persistence and employer engagement," Steve Donnelly, senior vice president, HM Specialty, said., "We have been impressed with MSL's underwriting discipline and their approach to stop-loss captives, both of which are very much aligned with our own. We believe this will be a very successful partnership and look forward to working with MSL to develop a strong book of captive business."

Välenz Health® Recognized for Rapid Growth

Inc. has recognized that Välenz Health® ranks as one of the fastest-growing private companies in America: No. 2164 on the annual Inc. 5000 list. This marks the fifth time in the past six years that Välenz has appeared as an Inc. 5000 honoree.



STARLINE

MORE THAN JUST "OFF-THE-SHELF" OPTIONS

When it comes to Excess of Loss, one size doesn't fit all. That's why our team of experts is dedicated to delivering customized solutions that are as unique as your business. At StarLine, we pride ourselves on being concierge underwriters, offering tailored, flexible coverage options to meet your specific needs.

Visit starlinegroup.com or call (508) 495-0882 to discuss how we can get started for you.

STOP LOSS | CAPTIVE | PAYOR | PROVIDER | GROUP ACCIDENT



Doug Aldeen

The prestigious ranking provides a data-driven snapshot of the most successful companies within the economy's most dynamic segment — its independent, entrepreneurial businesses. Past honorees include companies such as Microsoft, Meta, Chobani, Under Armour, Timberland, Oracle, and Patagonia.

"We're thrilled and honored to be recognized again this year among America's fastest-growing private companies, reinforcing the success of our mission and approach to simplifying healthcare with our transformative, industry-leading platform," said Rob Gelb, Chief Executive Officer at Välenz.

Intellivo Makes Inc 5000 List

Intellivo has been named Number 2709 on the annual Inc. 5000 List, recognizing the fastest-growing companies in America.

"Intellivo's growth has been fueled by the overwhelming preference of health plans to eliminate plan member disruption in the subrogation process," said Laura Hescok, CEO of Intellivo. Earning a place on the Inc. 5000 underscores how our unique approach is reshaping expectations in the industry and delivering results that matter."

BillingNav Names Doug Aldeen as New General Counsel

BillingNav, a leading provider of services addressing balance bills, credit reporting correction, and the No Surprises Act (NSA), announced the appointment of Doug Aldeen as its new General Counsel.

Aldeen, a nationally recognized ERISA healthcare attorney, has over two decades of experience in the self-funded healthcare market. He has successfully resolved high-value claim disputes, negotiated direct payer provider contracts, and advised healthcare startups on regulatory and legal strategies. His work has been featured in the Wall Street Journal, Consumer Reports, ProPublica, and Catalyst for Payment Reform, and he has served in advisory roles with Homa Health, Health Rosetta, and SIIA's Government Relations and Price Transparency Committees.

"I'm thrilled to have Doug join the team. I have known him and been exposed to his work for many years, and his skill set and experience regarding self-funding, healthcare pricing, balance billing, and financial assistance are extraordinary," said Rick Hirsch, Chief Legal Officer at BillingNav. "He also happens to be a really nice guy and a pleasure to deal with, which is a nice bonus."

As General Counsel, Aldeen will oversee all legal, compliance, and regulatory functions at BillingNav while helping strengthen the company's role as a trusted partner to plan sponsors, TPAs, and self-funded employers nationwide. ■

SIIA NEW MEMBERS

SEPTEMBER 2025

CORPORATE MEMBERS:

Tamara Apted
Vice President of Sales
Advanced Laboratory Services, Inc.
Sharon Hill, PA

Molly Gallagher
Sr Manager, Strategic Partnerships
Berry Street
New York, NY

Malia Renteria
Senior Field Marketing Lead
Collective Health
San Francisco, CA

Kirby Lopp
CEO
Exemplar Health Benefits Administrator,
LLC
High Point, NC

Jeff Nider
Director of Sales
IsraelPharm
Bet Shemesh, Israel

Eric Hanson
Marketing Manager
Navitus Health Solutions
Madison, WI

Jeffrey White
CEO
Show-Me Health Administrators (TPA)
Republic, MO

Kolby Nance
VP of Strategic Partnerships
TPN.health
New Orleans, LA

SILVER MEMBERS:

AJ Ceberio
Chief Operating Officer
FEDlogic, LLC
Winston Salem, NC

Jeffrey Wood
Vice President
Higginbotham
Fort Worth, TX



Press Play on Tech that Keeps Up.

Don't Settle for Claims Admin that Falls Behind.



**Most payor tech makes you choose:
fast or compliant, up-to-date or affordable.**

With IPS, you get all of the above. Stop by Booth #901 at SIIA for
affordable, hi-tech claims admin that doesn't keep you on pause.

integratedpayorsolutions.com

2025 SELF-INSURANCE INSTITUTE OF AMERICA

BOARD OF DIRECTORS

CHAIRMAN OF THE BOARD*

Matt Kirk
President
The Benecon Group

CHAIRPERSON ELECT, TREASURER AND CORPORATE SECRETARY*

Amy Gasbarro
President
ELMCRx Solutions

DIRECTOR

Mark Combs
CEO/President
Self-Insured Reporting

DIRECTOR

Orlo "Spike" Dietrich
Operating Partner
Ansley Capital Group

DIRECTOR

Jeffrey L. Fitzgerald
Managing Director
SRS Benefit Partners
Strategic Risk Solutions, Inc.

DIRECTOR

Mark Lawrence
President
HM Insurance Group

DIRECTOR

Matthew Smith
Managing Director
Risk Strategies

DIRECTOR

Beth Turbitt
Managing Director
Aon Re, Inc.

VOLUNTEER COMMITTEE CHAIRS

Captive Insurance Committee

George M. Belokas, FCAS, MAAA
President
Beyond Risk

Future Leaders Committee

Erin Duffy
Director of Business Development
Imagine360

Price Transparency Committee

Christine Cooper
CEO
aequum LLC

Cell and Gene Task Force

Ashley Hume
President
Emerging Therapy Solutions®

* Also serves as Director



SIEF

Self-Insurance Educational Foundation

2025 BOARD OF DIRECTORS

SIEF Chairman Emeritus

Nigel Wallbank
President
New Horizons Insurance
Solutions

SIEF President

Dani Kimlinger, PhD, MHA,
SPHR, SHRM-SCP
Chief Executive Officer
MINES & Associates, Inc

Directors

Les Boughner
Chairman
Advantage Insurance
Management (USA) LLC

Jonathan Socko
Senior Vice President
East Coast Underwriters, LLC

Matt Hayward
Office President
Ryan Specialty Benefits

Elizabeth Midtlien

Is your
current
benefits
partner
built for
change?

UME

Underwriting Management Experts

At UME, we help brokers and employers take control with products designed for today's challenges:

- ✓ Reference-Based Pricing
- ✓ Self-funding support for small groups
- ✓ Transparent Stop-Loss underwriting
- ✓ MEC compliance you can count on
Backed by experience. Focused on precision

Contact Us Today | ✉ sales@umexperts.com