



MESSAGE FROM THE CHAIRWOMAN

Amy Gasbarro, SIIA Chairwoman, President, ELMCRx Solutions

As SIIA's Chairwoman this year, I want to begin by sharing how honored and energized I am to help lead this organization at such an important moment for the self-insured marketplace. You can expect to hear more from me throughout the year as we advance key initiatives, elevate SIIA's visibility, and strengthen the value we deliver to our members and the broader industry. I look forward to engaging with you often as we continue shaping the future of self-insurance together.

SIIA enters this year with a renewed sense of purpose, clarity, and forward momentum. As the leading voice for the self-insured and captive insurance marketplace, SIIA has long played a critical role in shaping policy, elevating industry standards, and ensuring that employers, solution providers, and innovators have a strong, unified advocate. This year, we are expanding that commitment with a sharpened focus on visibility, education, and proactive engagement across every corner of the self-insured ecosystem.

STRENGTHENING OUR ADVOCACY AND GOVERNMENT RELATIONS

SIIA's government relations efforts remain at the center of our mission. With regulatory and legislative activity accelerating at both the federal and state levels, our members need timely, actionable insight more than ever. This year, we are enhancing our cadence of updates, briefings, and member communications so that stakeholders can stay ahead of emerging issues, from stop-loss regulation to transparency requirements, specialty drug trends, and the evolving dynamics of employer-sponsored benefits. Our goal is simple: ensure that SIIA members are never surprised, always informed, and consistently represented in the rooms where decisions are made.

EXPANDING VISIBILITY AND MARKET EDUCATION

A major priority this year is bringing greater visibility to the value SIIA delivers to the self-insured marketplace. We are investing in a refreshed marketing and communications strategy designed to reach a broader audience, highlight the strength of our membership, and articulate the unique advantages of self-insurance in today's healthcare environment. This includes a new series of white papers, thought leadership briefs, and educational content that will help employers, policymakers, and industry partners better understand the innovation, flexibility, and cost stewardship that define our sector.

LEVERAGING MEMBER FEEDBACK TO SHAPE OUR PATH

Our Diamond members, representing some of the most influential organizations in the industry, have provided invaluable feedback on how SIIA can continue to evolve. This year, we are using that input to evaluate additional ways to support our constituents, including new programming, expanded research, and enhanced opportunities for collaboration. Their insights help ensure that SIIA remains aligned with the needs of the marketplace and continues to deliver meaningful, high-value resources to all members.

RENEWED MARKETING AND COMMUNICATIONS EFFORTS

To support our visibility goals, SIIA is launching a more coordinated and modernized marketing strategy. This includes consistent messaging across channels, strengthening SIIA's brand presence, and ensuring our communications reflect the sophistication and leadership of our membership. These efforts will help amplify SIIA's voice and reinforce our position as the leading advocate for the self-insured community.

Thank you for your continued engagement, leadership, and partnership across the self-insured ecosystem. We have an ambitious year ahead, and I'm excited for the progress we will make together. More to come. Stay tuned. ■