



# NEWS

## FROM SIIA MEMBERS

### **SIIA Diamond, Gold & Silver Member News**

*SIIA Diamond, Gold, and Silver member companies are leaders in the self-insurance/captive insurance marketplace. Provided below are news highlights from these upgraded members. News items should be submitted to [membernews@siaa.org](mailto:membernews@siaa.org). All submissions are subject to editing for brevity. Information about upgraded memberships can be accessed online at [www.siaa.org](http://www.siaa.org). For immediate assistance, please contact Jennifer Ivy at [jivy@siaa.org](mailto:jivy@siaa.org). If you would like to learn more about the benefits of SIIA's premium memberships, please contact Jennifer Ivy at [jivy@siaa.org](mailto:jivy@siaa.org).*

## DIAMOND MEMBERS

## HM INSURANCE GROUP HIRES COREY DOWNS AS NEW DALLAS REGIONAL SALES DIRECTOR

Corey Downs has joined HM Insurance Group (HM) as director, Dallas Regional Sales. He will work to grow and maintain the HM Stop Loss book of business in the company's Dallas territory, which includes the northern Texas, West Texas, Oklahoma and Arkansas markets.

With more than 15 years of experience in the insurance industry, Downs comes to HM from OneAmerica Financial Partners Inc. where he served as a senior sales representative. Prior to that, he held benefits and account executive positions at Assurant Employee Benefits and The Hartford.

Downs has a bachelor's degree in Kinesiology, Sports Management from Texas A&M University.

### **About HM Insurance Group**

*HM Insurance Group (HM) works to protect businesses from the potential financial risk associated with catastrophic health care costs. The company provides reinsurance solutions that address risk situations confronting employers, providers and payers. A recognized leader in employer stop loss, HM also offers managed care reinsurance nationally. Contact Jennifer Mahan, Marketing & Communications Consultant, at (412) 544-1359, [jennifer.mahan@hminsurancegroup.com](mailto:jennifer.mahan@hminsurancegroup.com) and visit [hmig.com](http://hmig.com).*

*HM Life Insurance Company and HM Life Insurance Company of New York are rated "A" (Excellent) by A.M. Best Company, one of the country's oldest and most respected rating agencies. Through its insurance companies, HM Insurance Group holds insurance licenses in 50 states and the District of Columbia and maintains sales offices across the country.*

## SUN LIFE U.S. APPOINTS TAMMI WORTHAM AS VICE PRESIDENT OF HUMAN RESOURCES

WELLESLEY, Mass. -- Continuing to focus on talent development and employee engagement, Sun Life U.S. announced that Tammi Wortham has been appointed vice president of Human Resources.

Most recently, Wortham was vice president of Group Benefits Client Services at Sun Life, leading the largest unit in the U.S. business with a team of more than 700 people. In that capacity, she introduced strategies to enhance the delivery of an integrated, seamless client experience, including the launch of a robotics center of excellence.

"Tammi brings so much energy and forward thinking to Sun Life. People gravitate to her as a strong and innovative business leader, and I'm excited for her to be heading our HR function," said Dan Fishbein, M.D., president of Sun Life U.S. "Tammi's people skills and dynamic leadership style combined with her exceptional business acumen make her the ideal choice to take our employee engagement, talent and diversity initiatives to the next level."





In her prior role, Wortham also fostered initiatives to encourage employees to share and build upon their successes in helping Sun Life's members and employer clients. She initiated a number of activities designed to further engage employees in Sun Life's client-centric culture and spearheaded a program that allows developing talent to gain experience and exposure to more aspects of the business.

"I am thrilled to be joining a talented team of HR professionals who strive every day to make Sun Life a strong partner to its employees as well as our employer and member clients across the country," said Wortham. "Joining HR gives me a new path to continue the great work we do in developing our people and embracing efforts that allow people to bring their best selves to work every day by actively encouraging inclusion in the workplace."

Named one of the Boston Globe's 2018 Top Places to Work in Massachusetts and Best Place to Work for LGBTQ equality for 11 consecutive years by the Human Rights Campaign's Corporate Equality Index, Sun Life supports a number of employee inclusion networks and public initiatives that Wortham will oversee, such as closing the gender pay gap and LGBTQ workplace equality.

Wortham is a sponsor of Sun Life's Black Excellence Alliance inclusion network and co-chair of the United Way of Massachusetts Bay Women's Leadership Breakfast, sponsored by Sun Life. Before coming to Sun Life, Wortham held senior positions at Prudential overseeing customer service operations in group insurance and retirement services, and led annuities operations at The Hartford Financial Services Group. She

holds a master's degree in organizational psychology from the University of Hartford and a bachelor's degree in biology from the University of Missouri – Columbia. Wortham sits on the finance committee for the Women's Fund of Western Massachusetts and is licensed by FINRA.

### **About Sun Life**

*Sun Life is a leading international financial services organization providing insurance, wealth and asset management solutions to individual and corporate Clients. Sun Life has operations in a number of markets worldwide, including Canada, the United States, the United Kingdom, Ireland, Hong Kong, the Philippines, Japan, Indonesia, India, China, Australia, Singapore, Vietnam, Malaysia and Bermuda. As of March 31, 2019, Sun Life had total assets under management of C\$1,011 billion. Visit [www.sunlife.com](http://www.sunlife.com).*

*In the United States, Sun Life Financial is one of the largest group benefits providers, serving more than 60,000 employers in small, medium and large workplaces across the country. Sun Life's broad portfolio of insurance products and services in the U.S. includes disability, absence management, life, dental, vision, voluntary and medical stop-loss. Sun Life employs approximately 6,000 people in its U.S insurance and asset management businesses. Group insurance policies are issued by Sun Life Assurance Company of Canada (Wellesley Hills, Mass.), except in New York, where policies are issued by Sun Life and Health Insurance Company (U.S.) (Lansing, Mich.). Visit [www.sunlife.com/us](http://www.sunlife.com/us).*



## SWISS RE CORPORATE SOLUTIONS APPOINTS KATIE MCGRATH AS HEAD ACCIDENT & HEALTH NORTH AMERICA

NEW YORK, -- Swiss Re Corporate Solutions appoints Katie McGrath as Head Accident & Health North America, effective June 10. In this role, Ms. McGrath will oversee Swiss Re Corporate Solutions' rapidly growing Accident & Health (A&H) business. Based in Windsor, CT, Ms. McGrath will be responsible for A&H strategy, underwriting, marketing, claims and operations.

"We are thrilled to have someone of Katie's caliber join our team," states Ivan Gonzalez, CEO North America, Swiss Re Corporate Solutions. "I am confident that her knowledge and experience will help us to continue to deliver agile and innovative solutions to clients in the employer stop-loss space."

Ms. McGrath succeeds Mike Kemp who announced his retirement this year. Mr. Kemp will work with Ms. McGrath to ensure a smooth transition.

With twenty-five years of insurance experience, Ms. McGrath has held numerous leadership positions of increasing responsibility within the A&H space. She holds a Bachelor of Science from Virginia Tech and an MBA from Rutgers University in New Jersey.

Swiss Re Corporate Solutions serves the A&H sector by providing financial protection from a wide range of risks in the area of employer stop-loss insurance.

### *About Swiss Re Corporate Solutions*

*Swiss Re Corporate Solutions provides risk transfer solutions to large and mid-sized corporations around the world. Its innovative, highly customized products and standard insurance covers help to make businesses more resilient, while its industry-leading claims service provides additional peace of mind.*

*Swiss Re Corporate Solutions serves clients from over 50 offices worldwide and is backed by the financial strength of the Swiss Re Group. Visit [corporatesolutions.swissre.com](http://corporatesolutions.swissre.com).*

## STOP LOSS INSURANCE SERVICES INC., AN AMWINS GROUP COMPANY, INTRODUCES AMWINS SELF-FUNDING ANALYTICS

Worcester, MA -- Stop Loss Insurance Services Inc., ("SLIS"), an AmWINS Group company, announced a new service that can evaluate a benefits broker or consultant's opportunity to transition an employer group from a fully-insured to a self-funded basis.

The new service, known as AmWINS Self-Funding Analytics, enables brokers and consultants to:

- Evaluate a group's risk in terms of capital, expected return, and likelihood of improving upon a fully-insured benchmark
- Analyze and recommend the best risk structure for their clients, given a group's risk tolerance
- Review multiple stop loss scenarios to find the optimal outcome



- Help a client decide whether their group should transition to self-funding or remain fully-insured

"This new analytical resource leverages data from more than 10 million lives and over \$100 billion in billed charges and is calibrated and customized to each client's situation," said Gerald Gates, President of SLIS.

The new analytics capability adds to SLIS' already extensive suite of products and services and is offered at no charge to evaluate alternative funding scenarios for fully-insured clients.

"This new service provides brokers and consultants with the ability to educate their clients about the rewards and risks

of self-funding and the potential savings associated with that model," said Rebecca Bocek, President-National Sales Director of SLIS.

### **About Stop Loss Insurance Services**

*Stop Loss Insurance Services (SLIS), an AmWINS Group Company, provides brokers, consultants and third-party administrators (TPAs) a competitive edge by serving as a time-saving resource that is singularly focused on self-funded benefits solutions. Benefits professionals become more productive and successful in their core business by putting SLIS to work in this highly specialized segment of their practice. With more than 25 years of focused experience in self-funding, SLIS is known for deep expertise, strong market relationships and hands-on service, backed by the security of AmWINS Group, the largest insurance wholesaler in the U.S. Contact Gerald Gates at 508.373.0773, gerald.gates@amwins.com and visit [stoploss.amwins.com](http://stoploss.amwins.com).*

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**About AmWINS Group, Inc.**

*AmWINS Group, Inc. is the largest independent wholesale distributor of specialty insurance products in the United States, dedicated to serving retail insurance agents by providing property and casualty products, specialty group benefit products and administrative services. Based in Charlotte, N.C., the company operates through more than 115 offices globally and handles premium placements in excess of \$16 billion dollars annually. Visit [www.amwins.com](http://www.amwins.com).*

**BERKLEY ACCIDENT AND HEALTH ANNOUNCES 2019 WINNERS OF CAPTIVE RISK ACHIEVEMENT AWARD, RECOGNIZING OUTSTANDING HEALTH RISK MANAGEMENT AMONG STOP LOSS GROUP CAPTIVE MEMBERS**

Hamilton Square, NJ -- Berkley Accident and Health, a Berkley Company®, is proud to announce the winners of the 2019 Risk Achievement of the Year (RAY) Award. The RAY Award winners were announced at the 2019 Berkley Captive Symposium held recently at the Westin Grand Cayman.

The RAY Award recognizes Group Captive members who have shown exceptional dedication to health risk management in the previous year. Nominees must demonstrate a strong commitment to employee health and wellness, adopt programs that help lower health risk factors, and show measurable results. Above all, winning companies seek to promote a culture of health and

secure optimal outcomes for employees and their families.

“Captive members are employers who self-fund their employee health benefits. Rather than buy traditional health insurance, they self-fund with stop loss protection and then join together to share risk through a group captive arrangement,” said Brad Nieland, President and CEO, Berkley Accident and Health. “As a result of aligned incentives and a healthy focus on employee wellness and risk management, the RAY award winners have taken control of their health care spending – and the results are very impressive.”

The 2019 winners are:

- J.F. Sobieski – This commercial and residential Plumbing and HVAC contractor has gone above and beyond in pushing new programs to increase the health and well-being of their employees. Through their biometric screenings, conducted for the first time this year, Sobieski identified numerous undiagnosed conditions and individuals who were predisposed to health conditions which would otherwise go untreated until complications were evident.

They also implemented a comprehensive wellness program managed by a third party vendor. This included an RV to conduct on-site screenings at each job site. One key element was to offer incentives to increase participation in biometrics and other cost control programs. Additionally, Sobieski created their own branded fitness program called “Industrial Athlete” that is focused on 3 distinct job classifications within the organization.



- Reid Companies – This family-owned company is a marketer and supplier of transportation fuels and owns and operates Crosby's retail convenience stores and quick serve restaurants. The company has historically spent about 36% less on its medical claims on a PEPM basis, compared to other companies in their group captive program.

They are a finalist for the western New York Healthiest Employer Award due to their impressive employee engagement. They have increased their overall employee engagement by 27% in just one calendar year and an impressive 92.5% of the participants met the requirements to earn their incentive. 86.6% of their population now fall in the low-risk category, and they reduced the high-risk category to only 7.5% of their population. This comes from a continued emphasis on total well-being and a commitment to monthly activities that support the mission of a healthy workforce.

- Northwest Real Estate Capital Corp. / Tamarack Property Management – This property management company which specializes in affordable housing has encouraged their plan participants to be accountable for their well-being. The organization has been committed to providing the tools necessary for the employees to take advantage of their health benefits and begin a personal health journey.

The 2018 realized financial results allowed the organization to reduce the employee deductible and employee contributions levels for the 2019 plan year. They were also able to reduce their out-of-pocket maximum and added alternative therapies and bariatric procedures to their offerings.

The 2018 honorable mentions were:

- Alexander Thompson Arnold – An honorable mention goes to Alexander Thompson Arnold (ATA), a regional accounting firm serving Tennessee, Kentucky, Mississippi, and Indiana. ATA has taken a holistic approach to health and wellness by educating their team on the importance of mind, body, and spirit.

Based on their organization's trend data that showed an increase in claims and Rx utilization associated with anxiety/depression and heart health, they implemented a Tax Season Wellness Challenge that focused on behaviors and activities that encourage mindfulness, nutrition, being thankful, and moving.

They received no increase to health plan costs from the 2018 to 2019 plan year and reinvested a large portion of the savings back into their wellness initiative to offer more challenges and rewards for 2019 and were able to keep employee health premiums unchanged for 2018-2019. The most exciting component added this year was a reinvestment in the communities they serve. The new wellness platform allows individuals and office locations to earn points that equate to dollars that are contributed to civic and non-profit organizations at the local level.



- Maco Bag – An honorable mention goes to Maco Bag, a manufacturer of flexible packaging products and contract packaging services. Maco Bag mandated participation in the annual benefits/wellness fair and emphasized financial wellness in 2018 with quarterly HEALTHY lunch and learns.

They also offer onsite healthy catered lunches once a week, giving employees an easy way to get a nutritious meal. They have had 30 people activate their MDlive telemedicine program accounts, bringing utilization of telemedicine up to 23.3%.

According to the Organizational Healthy Report provided by Simply Well, Maco Bag improved health conditions among employees who were screened in 2017 and 2018, which yielded a savings of \$3,500 each in avoidable medical expenses for their plan.

- Fisher Printing, Inc. – An honorable mention goes to Fisher Printing Inc., a family owned commercial web printer that specializes in printing advertising circulars for local and nationwide retailers located in Illinois and California. Fisher Printing has implemented biometric screenings and other wellness initiatives over the past several years, with the recent year demonstrating the most improvement in their population.

This resulted in an estimated cost avoidance of over \$28,000, after factoring in other costs to support the program. Fisher Printing has structured their premiums to increase participation year over year. Both employees and spouses are encouraged to participate in the biometric screenings.

Their third-party vendor tracks several criteria of a Personal Health Score Component, and employees improved dramatically in nearly every category, including a 75% improvement in blood pressure levels and an 83% improvement in LDL cholesterol levels.

### **About Berkley Accident and Health**

*Berkley Accident and Health is a member company of W. R. Berkley Corporation, a Fortune 500 company. Berkley Accident and Health provides an innovative portfolio of accident and health insurance products. It offers four categories of products: Employer Stop Loss, Group Captive, Managed Care (including HMO Reinsurance and Provider Excess), and Specialty Accident. The company underwrites Stop Loss coverage through Berkley Life and Health Insurance Company, rated A+ (Superior) by A.M. Best. Contact Linda King, Director, Marketing, at [LKing@berkleyah.com](mailto:LKing@berkleyah.com) and visit [www.BerkleyAH.com](http://www.BerkleyAH.com).*

## **GOLD MEMBERS**

### **RISK STRATEGIES WELCOMES INDUSTRY VETERAN WARD HUMPHREYS TO ITS REINSURANCE TEAM**

Risk Strategies, a privately held, rapidly growing national insurance brokerage and risk management firm, is pleased to announce the addition of Ward Humphreys as senior vice president to the Reinsurance team of its National Health Care Practice. His hiring is part of an ongoing strategic effort by the firm to build out this specialty practice with the most-talented and experienced health care professionals.

Prior to joining Risk Strategies, Humphreys was a senior vice president at Willis Re and he brings to Risk Strategies more than 30 years of insurance and reinsurance experience.

Humphreys has built his career on the basis of superior customer service and advocacy and has in-depth expertise in all medical lines, including traditional excess of loss, quota share and excess for employer stop loss programs, capital motivated reinsurance, managed care reinsurance, aggregate excess for MSSP ACO downside risk, and excess of loss for bundled payments.

As the newest member of Risk Strategies' market-leading team of professionals in the life, accident and health reinsurance markets, Humphreys will help solidify the company's position as the nation's premier independent accident and health (A&H) reinsurance intermediary and consultant. Humphreys will be based in Risk Strategies' Philadelphia office while serving clients nationwide.



"We are absolutely delighted to hire someone with the market stature, abilities and talents that Ward possesses," said Tony Plampton, Managing Director of the Risk Strategies Reinsurance team. "Ward will play a key role in Risk Strategies' continued growth as we build upon our excellent market reputation and presence. Ward will be a great fit with our team of experienced industry professionals, providing guidance and expertise to clients within Risk Strategies' positive entrepreneurial environment."

Ward Humphreys can be reached at: Cell: 215.432.4734, Email: [whumphreys@re-solutions.net](mailto:whumphreys@re-solutions.net)

### **About Risk Strategies**

*Risk Strategies is a privately held, national firm with offices across the country. As a leading U.S. insurance broker, the company offers sophisticated risk management advice as well as insurance and reinsurance placement for property & casualty, health care and employee benefits risks. Risk Strategies serves commercial companies, non-profits, public entities and individuals, and has access to all major insurance markets. Ranked among the top 20 brokers in the country, Risk Strategies has offices in more than 50 locations nationwide including Boston, New York City, Chicago, Atlanta, Dallas, Los Angeles, Miami, Minneapolis, Nashville, and San Francisco. Visit [www.risk-strategies.com/healthcare](http://www.risk-strategies.com/healthcare).*

## SILVER MEMBERS

### **NOVA HEALTHCARE NAMED AMONG BEST COMPANIES TO WORK FOR IN NEW YORK FOR THE 2ND YEAR IN A ROW, BEST PLACES TO WORK IN HEALTH CARE FOR 1ST TIME**

BUFFALO, NY -- Nova Healthcare Administrators (Nova) recently received two honors for its workplace culture. Nova was recognized among the best workplaces in New York State, as well as the best health care employers in the nation this spring.

In April, Nova was named one of the Best Companies to Work for in New York for the second consecutive year. Earning the coveted Best Companies to Work for in New York distinction for both 2018 and 2019, Nova ranked 9th out of 19 finalists in the medium-sized businesses category in its first year entering and 11th out of a larger finalist pool of 23 for the current year.

In May, Nova was selected as a finalist in Modern Healthcare's Best Places to Work in Healthcare for 2019. Final rankings for this recognition program that honors workplaces with high-performing cultures throughout the health care industry will be announced in September.

Both awards programs evaluate, and rank places of employment based on employee satisfaction and engagement as well as workplace practices and policies.



With ongoing initiatives including flexible work schedules, monthly company-wide meetings focused on team building, a year-round dress down program to benefit charity, annual Associate Appreciation Day celebration and numerous opportunities for associates to receive recognition, Nova strives to foster a productive and positive work environment.

“We are thrilled to once again be recognized for our efforts to create a rewarding company culture at Nova,” said Laura Hirsch, President of Nova. “We are committed to cultivating an environment that allows our associates to thrive, empowering them to serve our clients in a way that embodies Nova’s values of passion, trust, teamwork and accountability.”

## NOVA LAUNCHES HEALTH SAVINGS ACCOUNT PRODUCT

BUFFALO, NY -- Nova Healthcare Administrators (Nova) is pleased to unveil its latest product offering, a health savings account (HSA), following an expansive update to a cloud-based benefits administration platform that provides enhanced functionality in addition to the new HSA product. Expanding upon an already robust suite of services and capabilities, Nova’s HSA will be offered in addition to flexible spending accounts (FSAs) and health reimbursement arrangements (HRAs).



Nova’s new HSA product delivers health benefit incentives for employers while effectively putting health care decisions back in the hands of the consumers with a tax-advantaged, flexible, portable, and future-focused savings solution. Nova’s HSA also provides 24/7 access to reimbursement account information.

Additionally, Nova’s clients will benefit from advanced reporting tools as well as the ability to seamlessly modify their plan designs. For clients with other benefits administered by Nova, the revamped web portal will feature data on consumer engagement, such as health spend and online user access. For clients with benefits through other carriers, the system will effectively integrate their file feeds. Flexibility and client-focused support are critical in building benefits that aim to recruit and retain talent.

“The addition of health savings accounts, coupled with an enhanced administration platform, positions Nova to continue our remarkable growth within the health care space,” said Nova’s President, Laura Hirsch. “We are focused on the relationship to member spend and health care costs to better serve our clients and improve overall health outcomes while lowering their spend—and we don’t plan on stopping any time soon.”

### **About Nova**

*Headquartered in Buffalo, NY, Nova is a wholly-owned affiliate of Independent Health. Evolving over the last 30 years, Nova aims to manage trend to reduce health care spend and improve health plan performance. Nova works with flexibility to provide clients the solutions they need in the way they need them including medical, dental, vision,*

*COBRA, reimbursement account administration, and private-labeled partnerships. Nova provides clients with unique reimbursement pricing arrangements, customized strategies and personalized service. Visit [www.novahealthcare.com](http://www.novahealthcare.com).*

## ACS BENEFIT SERVICES ANNOUNCES CARRIE DARNELL AS DIRECTOR OF CLIENT RELATIONS

Winston-Salem, NC – ACS has announced the addition of Carrie Darnell, SPHR, as the company's new Director of Client Relations. Reporting directly to ACS Chief Executive Officer, Kari L. Niblack, she will be responsible

for establishing, cultivating and managing relationships with customers, brokers and consultants at multiple levels, as well as clearly articulating ACS' value story to improve customer growth and retention.

Darnell brings 24 years of leadership experience and front-line medical plan management expertise to ACS, including 15 years in senior human resources management and nine years of service in the United States Navy.

Darnell comes to ACS from MedCost Benefit Services, where she worked as an Account Manager for three years. Prior to that, she served as Employee Relations Manager at Renfro Corporation in Mt. Airy, NC for more than nine years.

"Innovative and client-centric solutions are essential to an exceptional client experience and successful plan management," Darnell said in a statement. "I am very excited to join ACS in such a dynamic role adding to their passionate commitment to clients."

ACS CEO Kari Niblack resonated that sentiment stating, "ACS' greatest strength is our people. Carrie comes to ACS with a strong and far-reaching background of military service and HR experience gained through her executive leadership roles that will significantly strengthen our Client Relations team and add tremendous value for our clients."

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### **About ACS Benefit Services**

*Founded in 1982, ACS Benefit Services was formed on the realization that there needed to be better benefit solutions and health plans available in the marketplace. Since then, ACS has grown to be a leading third-party administrator by focusing on the future of the industry, creating long-term solutions and predicting the benefit administration needs of our employer groups. For more information, visit [ACSBenefitservices.com](http://ACSBenefitservices.com).*

### **CUSTOM DESIGN BENEFITS EMPLOYEES SHARE INSIGHTS INTO THEIR WORKPLACE**

Cincinnati -- Custom Design Benefits is a woman-owned company that works with employers that choose to self-fund their employees' medical expenses rather than pay a premium to an insurance carrier to handle costs. Using their TrueCost and PPO models, Custom Design Benefits helps keep those self-funded medical expenses in check.

Specifically, the company's TrueCost model includes a reference-based pricing plan where the company secures direct contracting agreements with health care providers. Additionally, the model features a "co-pay only" design to keep payments and paperwork simple for employees and their family.

As employers continue to expand their benefit programs in order to attract top talent, Custom Design Benefits works with them on other solutions as well, including flexible spending accounts and health savings accounts.

The company's TrueCost model has resonated with employers burdened by high costs, and Custom Design Benefits is one of the top five benefit providers in the greater Cincinnati Area. In addition, the company recently expanded to the Columbus area after securing a direct contracting agreement with one of the area's largest hospital systems, Mt. Carmel.

While cost containment is the most obvious reason that employers select Custom Design Benefits for their healthcare needs, it's not the only reason. The company strives to provide a high level of personalized service for each and every one of its customers. That friendly service is engrained in the company's culture, which emphasizes the idea of doing everything "The Custom Way." The Custom Way is a set of 23 fundamentals that describe Custom Design Benefits, how they do their work, and how they treat their clients, partners and each other.

"Through our employees' commitment to taking care of our clients and members, we've achieved a 95% excellent customer service rating from our clients the past several years," said Julie Mueller, President & CEO. "The Custom Way" formalizes and reinforces the customer service principles we practice; Take Care of Our Clients, Deliver Results, Be a Fanatic About Response Time, and Own It are just a few of the fundamentals that drive our personalized, professional customer service."

In addition, Custom Design Benefits encourages different points of view, as evidenced by the Custom fundamental "Challenge the Process". The company recognizes employees who make recommendations for process changes that improve customer service for clients or increase internal efficiencies.

The company furthers its goal of being easily accessible to its clients by investing in top-tier technology; their 24/7 Portals allow Employers, Members and Providers to easily access information at their own convenience. The technology doesn't try to replace its personal relationships with clients, members and providers, but it can assist; many members like the accessibility of the mobile-friendly platform.

### **About Custom Design Benefits**

*Custom Design Benefits serves over 500 clients headquartered in Ohio, Kentucky and Indiana, with members located across the United States. Custom Design Benefits has a strong connection to local communities and never hesitates to pitch in wherever they're needed, participating in a number of community service and charity initiatives. Visit [www.customdesignbenefits.com](http://www.customdesignbenefits.com). ■*

# SIIA 2019

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# SIIA NEW MEMBERS

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