



NEWS

FROM SIIA MEMBERS

2022 AUGUST 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.

All submissions are subject to editing for brevity. Information about upgraded memberships can be accessed online at www.siaa.org.

If you would like to learn more about the benefits of SIIA's premium memberships, please contact Jennifer Ivy and jivy@siaa.org.



Depend on Sun Life to help you manage risk and help your members live healthier lives

Behind every claim is a person facing a health challenge. By supporting members in the moments that matter, we can improve health outcomes and help employers manage costs.

For nearly 40 years, self-funded employers have trusted Sun Life to quickly reimburse their stop-loss claims and be their second set of eyes, looking for savings opportunities. But we are ready to do more to help members in the moments that matter. We now offer care navigation and health advocacy services to help your employees and their families get the right care at the right time – and achieve better health outcomes. Let us support you with innovative health and risk solutions that benefit you and your medical plan members. It is time to rethink what you expect from your stop-loss partner.

Ask your Sun Life Stop-Loss Specialist about what is new at Sun Life or [click here to learn more!](#)

STOP-LOSS | DISABILITY | ABSENCE | DENTAL/VISION | VOLUNTARY | LIFE

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DIAMOND MEMBERS

VALENZ® PARTNERS WITH GENROCKET TO PRODUCE TEST DATA FIFTY TIMES FASTER

PHOENIX, AZ – Valenz®, a tech-enabled healthcare ecosystem optimization platform for the self-insured industry, recently partnered with GenRocket, a synthetic test data automation company, to leverage synthetic test data in its quality assurance process for the company's next-generation claims processing platform.

According to Garth Rose, CEO and Co-founder of GenRocket, software testing requirements for healthcare industry applications are particularly complex, with strict data privacy regulations along with complex data sets to manage.

"Valenz, like most companies, realized using real data posed unacceptable privacy and security risks, and the option to manually create the necessary test data posed undesirable time constraints," explained Rose.

GenRocket's synthetic test data automation platform replicated the data model from the Valenz claims application to generate realistic and accurate synthetic data without the use of any PHI during testing and development.

"Using GenRocket's synthetic test data automation platform, we were able to produce 300,000 claim records approximately 50 times faster than a manual method of scrubbing data to produce the required test data for building and testing the next generation of our platform," said Edward Zwicker, Chief Information Officer for Valenz.

"With GenRocket, we accelerated our time to market significantly, allowing Valenz to re-direct staff to other time-sensitive tasks required for us to deliver a more automated and scalable claims processing platform to better support our customer needs," added Zwicker.

For more details, read the case study: <https://www.genrocket.com/newsletter/private-secure-healthcare-test-data-produced-50x-faster-with-genrocket/>

About Valenz

Valenz® simplifies the complexities of self-insurance by offering an end-to-end Healthcare Ecosystem Optimization Platform that manages the cost and quality of care for employers and their members. To balance the relationship between healthcare quality, advocacy and cost, the Valenz enterprise-level solution suite aligns the member, provider and payer. Supported by a dynamic, innovation-first culture and a steadfast commitment to data transparency and decision enablement, Valenz leverages its technology infrastructure and enterprise data warehouse to drive value across clinical and member advocacy, network development and the validation,



The SIAA logo is a stylized, abstract shape composed of several overlapping, curved segments in shades of purple and magenta. It is positioned in the upper left quadrant of the image, partially overlapping the canyon walls.

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integrity and accuracy (VIA) of claims. Learn more about how Valenz engages early and often for smarter, better, faster healthcare. Valenz is backed by Great Point Partners.

About GenRocket

GenRocket is the leader in real-time synthetic Test Data Automation (TDA), high-performance technology for provisioning test data for Agile and DevOps environments. GenRocket's patented, groundbreaking platform accelerates test data provisioning by more than 1,000% as it improves data quality and test coverage while reducing cost and ensuring data privacy. Headquartered in Ojai, California, GenRocket operates in global markets through a network of systems integration partners and has customers in more than 14 vertical markets including financial services, insurance, and healthcare. Visit www.genrocket.com.

SPECTRUM – A DIVISION OF COMPANION LIFE INSURANCE COMPANY WELCOMES ADAM HALL AND MARC SMITH AS REGIONAL SALES DIRECTORS OF BROKER MARKETS

Indianapolis, IN – Spectrum is pleased to announce the addition of two Regional Sales Directors, Broker Markets.

Adam Hall joins the company as Regional Sales Director for the territory of AR, IL, IA, KS, LA, MN, MO, NE, ND, OK, SD, TX & WI and will service brokers and benefits advisors from his office in Bennington, NE (near Omaha).

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He brings over 15 years of employee benefits and insurance sales experience, having worked for both large insurers and quality brokerage shops. Adam has a B.A. Degree in Business Administration and Economics from Hastings College. He can be reached via email at a.hall@spectrumhq.com.

Marc Smith also joins as Regional Sales Director for the territory of CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI & VT and will service brokers and benefits advisors from his office in Westminister, MA (near Boston).

He brings over 21 years of TPA, stop loss and EAP experience, having worked for both large insurers and third party administrators. Marc has a B.S. Degree in Marketing from the University of Massachusetts and an MBA from Assumption College. He can be reached via email at m.smith@spectrumhq.com.

Kurt Ridder, Spectrum's President, commented, "We're excited to add Adam and Marc to our Sales Team – they're well-rounded and bring meaningful street-level sales experience to Spectrum. We know that to make waves in the broker and benefits advisor space, we need sales professionals that can not only talk the talk, but that have actually walked the walk – that's these guys in a nutshell."

About Spectrum

Spectrum, founded in 1990 and acquired by Companion in 2016, is an industry-leading provider of medical stop loss insurance for employers as small as 15 employees. Spectrum's broad product portfolio includes specific and aggregate stop loss with specific advance,

aggregate accommodation, terminal liability, and no-laser renewal options, as well as its innovative Integrated Stop Loss, a bridge product designed to ease an employer's transition from fully-insured coverage to true self-funding. Spectrum is headquartered in Indianapolis, IN. Visit www.spectrumhq.com.

About Companion Life

Headquartered in Columbia, Companion Life (www.CompanionLife.com) has specialized in employee benefits since 1971. The company markets life, dental, disability, accident, specialty health – including medical stop-loss, limited benefit health plans and group supplemental retiree prescription drug plans – as well as other insurance programs, through a network of independent agents and brokers, general agents and managing general underwriters. Companion Life is licensed in 49 states and the District of Columbia. It holds an AM Best Rating of A+ (Superior).



SILVER MEMBERS

DR. MARTY MAKARY GIVES KEYNOTE AT ANNUAL MARPAI LEADERSHIP CONFERENCE IN SELF-INSURED HEALTHCARE

NEW YORK -- Marpai, Inc., an artificial intelligence (AI)-technology company transforming the \$22B Third-Party Administrator (TPA) market supporting self-funded employer health plans, featured Dr. Marty Makary as a keynote speaker at its second annual Broker Retreat held at the Four Seasons hotel in Ft. Lauderdale, FL.

The annual event brings the nation's top brokers and consultants in self-insured healthcare together from across the country to explore the use of big data and AI to improve health outcomes and savings.

In his keynote address, Dr. Makary talked about using quality metrics to transform the healthcare system, especially in the self-insured sector.

"I'm glad to have the opportunity to speak with the country's top brokers and consultants as they can create real change across the industry. We all share an aspiration to lower costs and improve outcomes. By focusing on quality metrics related to the appropriateness of care, we can better address avoidable care and

reduce the medicalization of ordinary life," said Dr. Makary.

Lutz Finger, Marpai's President, Product and Development, praised Dr. Makary's accomplishments during his introduction. "Dr. Makary's groundbreaking work shows where we need to go. It aligns with our Marpai Cares member-centric approach to the market which leverages quality data to protect members and guide them to the best health solutions," said Lutz. "It is how we create the healthiest member population for the health plan dollar and get to a value-based care model in the self-insured sector."



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Dr. Marty Makary is a New York Times bestselling author, surgeon and public health researcher who leads efforts to improve the health of populations and re-design health care.

He is a member of the National Academy of Medicine and has served as a visiting professor at over 25 medical schools. He has published over 250 peer-reviewed scientific articles with a focus on public policy, vulnerable populations, and new models of health care. His recent book, "The Price We Pay, What Broke American Health Care and How to Fix It," is cited as "A must-read for every American" by Steve Forbes, editor-in-chief, Forbes.

About Marpai, Inc.

Marpai, Inc. (Nasdaq: MRAI) is a technology company bringing AI-powered health plan services to employers that directly pay for employee health benefits. Primarily competing in the \$22B TPA (Third Party Administrator) sector serving self-funded employer health plans representing over \$1T in annual claims, Marpai maximizes the value of the health plan as measured in health outcomes. Marpai takes a member-centric approach that uses AI and big data to connect members to health solutions predicted to have a high probability of positive outcomes and aims to bring value-based care to the self-insured market. With effective early intervention, disease management, claims processing and proactive member outreach, Marpai works to deliver the healthiest member population for the health plan budget. Operating nationwide, Marpai offers access to provider networks including Aetna and Cigna and all TPA services. Visit www.marpaihealth.com.

H.H.C. GROUP CELEBRATES 27 YEARS OF SAVINGS, SOLUTIONS AND SERVICE

On July 1, H.H.C. Group celebrates its 27th anniversary of providing cost containment services to ERISA plans, TPAs, self-insured and government entities nationwide. Founded in 1995, by Dr. Bruce Roffe, its president and CEO, the company's mission from day one has been to assist payors in minimizing their liability for the medical services provided to their enrollees/members.

H.H.C. Group offers an ever-growing suite of targeted solutions to meet payers' evolving needs. It utilizes a combination of industry expertise, technical innovation, highly trained staff, and dedication to superior customer service to meet its clients' needs and exceed their expectations. Importantly, it continues to add services to meet emerging marketplace challenges.

“From day one we have worked to help our clients achieve their cost-containment goals. We have dedicated to meeting their existing and future needs in the ever-changing healthcare insurance environment,” said Dr. Roffe.



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"We started by just negotiating claims. Over the years, we have added, and continue to add, more services to meet emerging marketplace needs. Our clients come for the savings and stay because we deliver on our promises, offer sound advice, and provide exceptional, personalized customer service."

In addition to its cost containment services, H.H.C. Group is URAC accredited Independent Review Organization (Internal & External), 5.1. The company received its initial URAC accreditation in 2004. It is licensed or certified to provide reviews by 32 states.

About H.H.C. Group

H.H.C. Group's services include Claim Negotiation, Claim Repricing, Medicare Based Pricing, DRG Validation, Medical Bill Review (Audit), Claims Editing, Medical Peer Review/Independent Review, Independent Medical Examinations (IME), Case Management Utilization Review, Data Mining, and Pharmacy Consulting. Visit www.hhcgroup.com.

For additional information about H.H.C. Group and our services, visit www.hhcgroup.com or contact Bob Serber at rserber@hhcgroup.com or 301-963-0762 ext. 163#. ■



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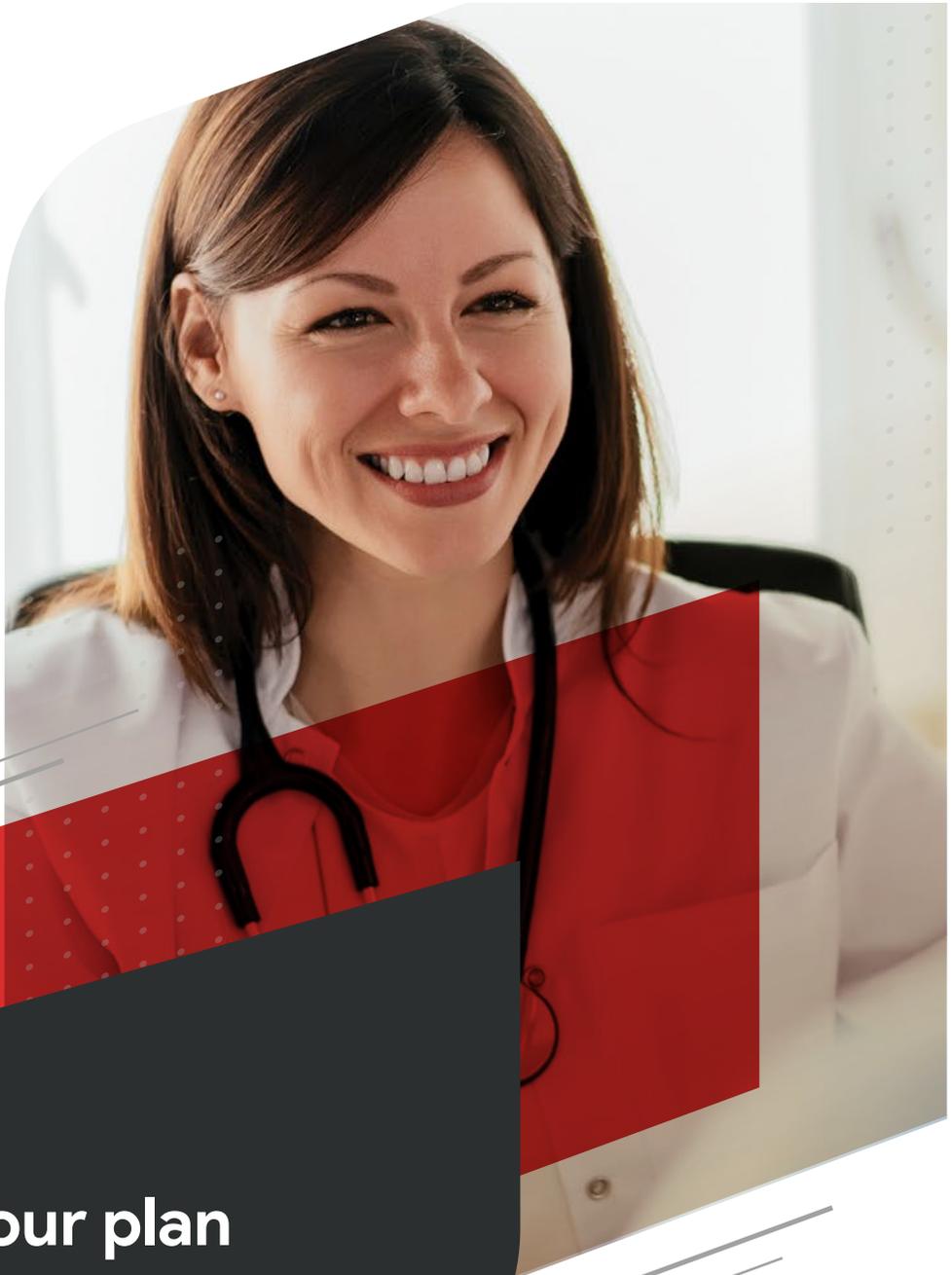


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AUGUST 2022

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