



# NEWS FROM SIIA MEMBERS

## 2020 DECEMBER MEMBER NEWS

### **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@siia.org](mailto:membernews@siia.org). All submissions are subject to editing for brevity. Information about upgraded memberships can be accessed online at [www.siia.org](http://www.siia.org). For immediate assistance, please contact Jennifer Ivy at [jivy@siia.org](mailto:jivy@siia.org). If you would like to learn more about the benefits of SIIA's premium memberships, please contact Jennifer Ivy at [jivy@siia.org](mailto:jivy@siia.org).*

## DIAMOND MEMBERS

## SYMETRA ADDS COVID-19 DEDUCTIBLE SAVINGS ENDORSEMENT TO STOP LOSS COVERAGE

BELLEVUE, WA – Recognizing the many challenges employers are facing as a result of COVID-19, Symetra Life Insurance Company, a leading stop loss carrier for more than 40 years, has introduced a COVID-19 deductible savings endorsement.

Designed to help reduce the impact of COVID-19 claims on self-funded plans, this no-cost endorsement is being offered with all Symetra stop loss policies with effective dates from Jan. 1–March 31, 2021 in approved states.

“Today’s benefits landscape is already challenging for employers with self-funded health plans. We are pleased to offer our deductible savings endorsement which was written with simplicity in mind to avoid adding to the administrative strain so many of our customers are facing in these uncertain times,” said Jeremy Freestone, senior vice president, Stop Loss.

The Symetra COVID-19 deductible savings endorsement has just two eligibility requirements: (1) The primary diagnosis must be COVID-19, and (2) the claim must include inpatient hospitalization related to the COVID-19 diagnosis.

Once these requirements are met, the specific deductible for that claimant is reduced by \$3,000.

Symetra has worked closely with its stop loss policyholders and benefits brokers since the pandemic’s advent, implementing several policy accommodations including accepting COVID-19 diagnostic testing and treatment as “covered expenses” without a mid-year amendment to the employer’s plan document; continuing coverage for claims from employees and eligible dependents that no longer meet eligibility requirements; and extending the premium grace period.

For more information on Symetra’s COVID-19 response for stop loss policyholders, click [here](#).

### About Symetra

*Symetra Life Insurance Company is a subsidiary of Symetra Financial Corporation, a diversified financial services company based in Bellevue, Washington. In business since 1957, Symetra provides employee benefits, annuities and life insurance through a national network of benefit consultants, financial institutions, and independent financial professionals and insurance producers. Visit [www.symetra.com](http://www.symetra.com).*



## GOLD MEMBERS

**ADVANCED MEDICAL PRICING SOLUTIONS (AMPS) AND CANCER TREATMENT CENTERS OF AMERICA PARTNER (CTCA) TO OFFER COST-EFFECTIVE CANCER CARE**

ATLANTA – Advanced Medical Pricing Solutions (AMPS), a pioneer in cost management for the self-insurance industry, has signed an agreement with Cancer Treatment Centers of America (CTCA) to provide its Clients and Members access to better cancer care.

Employers want to provide employees with better options for care, but often do not know where to start. The addition of CTCA as a preferred Oncology Provider will allow AMPS Clients to offer their employees access to unparalleled cancer care at a significantly reduced price.

Both organizations share the passion and value of offering exceptional care that is effective and affordable.

“As a nationally accredited and recognized leader in quality and patient satisfaction, CTCA is proud to partner with forward-thinking organizations like AMPS, as its preferred oncology provider, to ensure its network has direct access to our world-renowned model of care delivered in a cost effective manner,” said CTCA Chief Strategy Officer, Linde Finsrud Wilson.

Offering Employer Groups Access to Proactive and Affordable Cancer Care

AMPS is committed to providing access to cost effective solutions to patients who need cancer care. With this partnership, employer groups contracted with AMPS can now offer their employees direct access to high-quality cancer care with “fair for all” rates.



“We are excited to partner with CTCA,” said Kirk Fallbacher, CEO of AMPS. “It is clear consumers are looking for better managed care and ways to reduce healthcare costs. This partnership will expand patient options to meet individual healthcare needs while also lessening medical expenses.”

#### **About Advanced Medical Pricing Solutions (AMPS)**

*Advanced Medical Pricing Solutions (AMPS) provides market leading healthcare cost containment services for self-funded employers, public entities, brokers, TPAs, and reinsurers. AMPS mission is to help clients attain their goals of reducing healthcare costs while keeping members satisfied with quality healthcare benefits. AMPS leverages 15 years of experience in auditing and pricing medical claims to deliver "fair for all" pricing both pre-care and post-care. AMPS offers innovative dashboards and analytics ■ provide clients with insights based on Plan performance. Contact Amanda Hertig, Marketing, at [ahertig@advancedpricing.com](mailto:ahertig@advancedpricing.com) and visit [www.advancedpricing.com](http://www.advancedpricing.com).*

#### **About Cancer Treatment Centers of America**

*Cancer Treatment Centers of America® (CTCA) is a national oncology network of hospitals and outpatient care centers offering an integrated approach that combines surgery, radiation, chemotherapy, immunotherapy, and advancements in precision medicine with supportive therapies to manage side effects and enhance quality of life during treatment and into survivorship. CTCA® publishes treatment results annually including patient experience, length of life, quality of life, patient safety and quality of care. CTCA also offers qualified patients a range of clinical trials that may reveal new treatment options supported by scientific and investigational research. CTCA patient satisfaction scores consistently rank among the highest for all cancer care providers in the country. Visit [cancercenter.com](http://cancercenter.com).*

#### **HPI NAMES ELIZABETH STONEMAN NATIONAL SALES EXECUTIVE**

Westborough, MA – Powered by a surge in national growth, HPI has tapped Elizabeth Stoneman as their new National Sales Executive. Elizabeth will fuel HPI's market development and maximize their distribution channel across the country. She brings over 10 years of sales experience in the industry and is an expert on strategic development, relationship management and self-funding.

“The addition of Elizabeth to our team is an exciting milestone for HPI,” said Drew Rozmiarek, Senior Vice President of National Sales and Emerging Markets.



“Elizabeth will play a critical role in our future success. When hiring for this position, I was looking for someone with tremendous all-around knowledge of self-funding, RBP sales experience and a strong reputation in the industry. Elizabeth checked all of those boxes and then some. She brings a fresh point of view on our continued growth strategies, has a stellar reputation in the market and came highly recommended from many trusted industry leaders.”

Stoneman most recently served as Regional Sales Director at Trustmark, for which her responsibilities included new business acquisition, consultative functions and serving as the subject matter expert on Reference Based Pricing. Previously, she held a sales coordinator role at Humana.

“I’m thrilled to be joining a team known for its creative strategies,” said Stoneman. “HPI is growing nationally and has a reputation for longstanding, successful relationships. I look forward to contributing to its expansion and can’t wait to see what the future holds.”

### **About HPI**

*HPI redefines what is possible with self-funded health plans. As a leading national third-party administrator, they partner with health plan brokers and employers to provide innovative self-funding strategies and customized plans tailored to each client’s needs and population. HPI’s solutions give employers greater cost transparency and control, while elevating the member experience. It is their flexible approach, entrepreneurial spirit and commitment to quality, technology, and service that enable them to deliver premium value to their customers. Contact Su Doyle, VP of Strategic Marketing, at [sdoyle@healthplansinc.com](mailto:sdoyle@healthplansinc.com) and visit [www.hpiTPA.com](http://www.hpiTPA.com).*

## SILVER MEMBERS

### **CUSTOM DESIGN BENEFITS ADDS COLUMBUS TERRITORY SALES MANAGER, DAVID WILLETT**

Cincinnati, OH – Custom Design Benefits (CDB), the area’s largest independent Third Party Administrator, is pleased to announce the hire of David Willett as Sales Manager in the Columbus, Ohio territory.

Willett is an experienced sales professional with more than 18 years of experience in the insurance industry.

Prior to joining CDB, Willett worked with third party administrators and insurance carriers, earning him expertise in group health, dental, vision, disability and life insurance products. Willett brings a commitment to finding the right solution for a group with him to every client.

“I’m excited to join the Custom Design Benefits team,” said Willett. “I’m ready to bring CDB’s innovative cost-effective solutions to the Columbus market and help employers find the right self-funded benefits plan for their group.”

In his role as Sales Manager, Willett will oversee CDB’s continued expansion into the Columbus market. As a long-time member of the National Association of Healthcare Underwriters and the Columbus Association of Healthcare Underwriters, Willett understands the market and what groups need to offer competitive and comprehensive health benefits.

“We are thrilled to have Dave here with us,” said Julie Mueller, President and CEO of CDB. “Dave’s familiarity with the industry and especially the Columbus market give us a lot of confidence in his ability to fuel our growth within this area and find the solutions that clients need.”



# **Connect** in New Ways through HCAA

As an association leader in transforming the self-funding industry, and one that focuses heavily on **The Value of Connection**, HCAA education, advocacy and networking has not stopped. We've just found new and creative ways to connect, engage and educate during this time. The HCAA Experience is unlike any other, and we challenge you to discover the value it brings to your self-funding career.

Learn more about the many benefits HCAA membership offers to the self-funding industry at [hcaa.org/page/membership](https://hcaa.org/page/membership).



Contact us  
(888) 637-1605  
[hcaainfo@hcaa.org](mailto:hcaainfo@hcaa.org)

### **About Custom Design Benefits**

*Custom Design Benefits (CDB), is a dynamic, service-oriented organization specializing in the administration of self-funded health benefits, compliance services such as FMLA, COBRA, and consumer driven services. Founded in 1991, Custom Design Benefits is the area's largest independent Third Party Administrator servicing brokers and employers in Ohio, Kentucky and Indiana and is recognized as a national leader in the development and implementation of reference-based pricing plans. Additionally, Custom Design Benefits is one of the top 25 women-owned businesses in Cincinnati. Visit [www.CustomDesignBenefits.com](http://www.CustomDesignBenefits.com) or email us at [CustomDesignBenefits@CustomDesignBenefits.com](mailto:CustomDesignBenefits@CustomDesignBenefits.com).*

### **MAESTRO HEALTH ADDS LEADERSHIP KIM HOWE, FRANCK BRICE AND JOE MEYER**

CHICAGO - Maestro Health, a tech-enabled third-party administrator (TPA) for employee health and benefits, officially announced the appointments of Kim Howe as Senior Vice President of Human Resources, Franck Brice as Chief Development Officer and Joe Meyer as Senior Vice President of Sales and Marketing.

With decades of experience in the healthcare and insurance industries, their combined leadership will help Maestro Health expand to new markets and accelerate growth within the health and benefits space.

Howe comes to Maestro Health with three decades of human resources and operations experience in the health and benefits space. As SVP of Human Resources, she has worked to enhance Maestro Health's employee benefits offerings, diversity, equity and inclusion initiatives, performance management program and employee onboarding.

Prior to Maestro Health, Howe served over 13 years at AXA Equitable. She started as the Director of HR Operations & Payroll and transitioned to a Senior Director role overseeing finance transformation and strategic initiatives, including Equitable's eventual IPO.

"It's been a busy year for the human resources team at Maestro Health," Howe said. "We've listened to employees and provided them with the tools, processes and programs they need to be successful in their roles. More importantly, we're prioritizing our employees' overall wellbeing, including their physical, mental, financial and social health, just like the clients we serve."

Brice joins Maestro Health from AXA where he led AXA Next's U.S. Health program. In that role, he designed and deployed a global operating model, launched algorithm-based insurance products, created a global health and wellness platform and optimized fraud detection using artificial intelligence.

At Maestro Health, Brice is responsible for furthering Maestro Health's mission to lower costs and improve health outcomes for clients.

"I've always been passionate about helping organizations innovate through technology to solve business problems," Brice said. "Joining forces with Maestro Health in a more direct role was a logical next step for both me and AXA. As Chief Development Officer, I can help draw stronger connections between Maestro Health and other AXA Next units, resulting in better outcomes for our clients."

In Meyer's role as SVP of Sales and Marketing, he is responsible for leading all sales and marketing functions and go-to-market strategies in support of Maestro Health's new brand identity in the market.

He's spent 20 years in the health plan space, holding leadership roles at Cigna, MedCost, Blue Cross/Blue Shield of North Carolina and Atrium Health.

Throughout his career, Meyer has built a strong track record of revenue growth and market innovation with a keen focus on serving the needs of clients.

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CREATING THE  
FUTURE OF  
HEALTH CARE?  
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"Having worked on both the provider and payer side, I've witnessed firsthand how the U.S. healthcare system has failed to serve the needs of employers and the patients trying to utilize the system," Meyer said. "It's clear employers and their trusted advisors need more from their health plans, like innovative and transparent self-funded benefits solutions driven by strong cost and clinical care management programs. I look forward to using my industry expertise and strong relationships to drive revenue growth and extend Maestro Health's reach across the market."

**About Maestro Health™**

*Maestro Health works with employers and their trusted advisors to administer self-funded health plans. By blending administrative services, clinical care management and cost management, we help employers optimize their benefit plans to drive better outcomes at a lower cost. When partnering with Maestro Health, employers can save money on healthcare and focus on what really matters—their people. Visit [maestrohealth.com](http://maestrohealth.com). ■*



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Articles or guideline inquiries can be submitted to Editor Gretchen Grote at [ggrote@sipconline.net](mailto:ggrote@sipconline.net)

*The Self-Insurer* also has advertising opportunities available. Please contact Shane Byars at [sbyars@sipconline.net](mailto:sbyars@sipconline.net) for advertising information.

# SIIA 2020

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## DECEMBER 2020

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