



NEWS FROM SIIA MEMBERS

2024 APRIL 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.

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



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M3 ANNOUNCES TWO PROMOTIONS

Brianne Gauder has recently been named vice president of employee benefits operations at M3. In this role, she partners with executive leadership to set the strategy for the agency's employee benefits operations. Her responsibilities include leadership of client services for employee benefits, M3 Financial, business operations, and the administrative team.

Gauder joined M3 in 2015 as a client services manager and quickly moved to a director of client services position. In 2023, she was promoted to senior

director of client services before being named vice president of employee benefits operations in 2024. Gauder's growth has been a function of her leadership skills, operational knowledge, and ability to effectively train M3's service teams for nearly ten years.

Separately, Kelsey Stacks has been promoted to director of employee benefits – Milwaukee at M3. In this role, she works closely with other members of the M3 Milwaukee team to identify and acquire new business, implement go-to-market strategies, and build strong partnerships with key business leaders, insurance companies, and community organizations throughout Southeast WI.

Stacks will work alongside Matt Boray as a co-lead to support the expansion within the region. Additionally, she will continue to manage and grow her book of business.

Since joining M3 in 2016, Stacks has been instrumental in leading peer groups and engagement initiatives for M3 sales leaders-in-training.

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VALENZ EXPANDS EXECUTIVE TEAM WITH HR ADDITION

Välenz® Health announced that Madeline Cashdollar, MBA, has joined the executive leadership team as Chief People Officer.

With a 25-year career that has touched on all aspects of human resources, Cashdollar most recently led her own consulting firm, advising clients on global HR strategy and talent management. She brings deep expertise in compensation and benefits, client and employee relations, organizational development, diversity and inclusion, performance measurement, and workforce solutions for all people-related challenges.

“Madeline is a tremendous fit for this position because she truly is all about people and the power of customer love,”

said Rob Gelb, Chief Executive Officer of Valenz. “She thrives at the intersection of business and people strategies – quickly building relationships, diagnosing the problem, designing practical solutions, and moving the team in the right direction to improve business

outcomes. We’re thrilled to have Madeline join us.”

“It’s exciting to see the team doing great things every day and really living the Valenz culture that elevates our company and keeps customers coming back,” Cashdollar said. “I’m looking forward to rolling up my sleeves as we continue to grow and build for the future with people as our greatest asset.”



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ERIC BERG PROMOTED TO COO FOR HM INSURANCE GROUP

Eric Berg has been appointed as chief operating officer for HM Insurance Group (HM) and is now responsible for the executive




oversight of all operational areas, the direction of strategic initiatives, as well as HM's reinsurance and partner relationships.

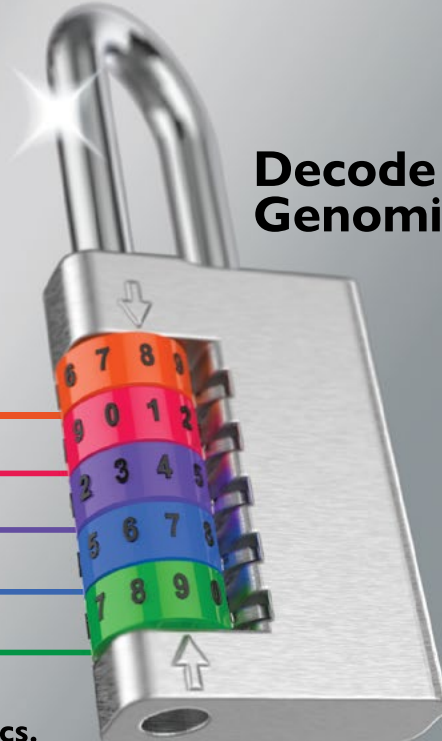
Eric joined HM in 2021 from Everest Reinsurance Company where he had worked since 2012 as vice president of A&H Operations and Claims. Prior to his time at Everest Re, he was an associate at Riker Danzig, a law firm in Morristown, New Jersey, where he worked with a number of insurance and reinsurance companies advising on a wide variety of transactions, issues and disputes.

With more than 20 years of industry experience, Eric's areas of expertise include operations management, healthcare, client development, profitable product development, product diversification, compliance, privacy, premium collection, litigation management, claims and cost containment.

He is a graduate of the University of Notre Dame and has a JD from Rutgers University Law School – Newark.




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TOM KLONECKI JOINS BENEFITFOCUS AS COO

Benefitfocus announced that Tom Klonecki has joined the company as chief operating officer. He will report to company President, Andrew Frend.

In this role, Klonecki will oversee the teams that deliver implementation, client management, contact center support, data exchanges and administrative services for clients. Klonecki will also work closely with the product and engineering teams to further advance the company's objectives.

"I'm excited to welcome Tom to the Benefitfocus team," said Frend. "He has extensive knowledge and experience across the benefits administration and retirement industries that will complement the already strong talent and diverse knowledge we have on our leadership team. Tom brings an accomplished, client-focused perspective that will help us further center ourselves around the growing needs of brokers, employers and health plan businesses."

"Benefitfocus has been on a transformational journey that has us well positioned for continued growth," said Klonecki. "I'm looking forward to working closely with my new colleagues as we continue to advance an industry-leading shared client experience across the workplace, including a focus on health and wealth solutions. Being part of Voya Financial will also provide us with expanded opportunities to do even more for our clients, and I have already been impressed with the work that the team has done to further advance and accelerate our strategy."

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PharmPix celebrates 15 years!



Since its inception in 2009, PharmPix has proven to be a leading provider of pharmacy benefit solutions with its innovative technology and care for people. PharmPix was founded by four successful healthcare veterans that shared a vision to revolutionize an industry often criticized for its lack of transparency and customer loyalty. Herminio Correa, CIO, remarks on their goal of developing PharmPix, “We wanted to create a system that was flexible and could adapt to client needs...to give our clients more functionality, while passing on savings, motivated all of us to succeed.”

PharmPix has grown to become a globally recognized brand in the pharmacy benefit management industry, serving more than 750,000 lives. PharmPix offers a variety of services for their clients, they refer to as “being powered by PharmPix.” PharmPix offers a full-service pharmacy benefit management, claims processing technology solution for health plans, TPA’s, government entities, and other PBMs.

“Our PPx specialty HUB is the most comprehensive solution to manage specialty drug costs. Clients have seen up to 40% savings,” remarks Ivan Lopez, CFO.

Continued savings coupled with a flexible adaptable technology platform, has led to PharmPix’s outstanding customer loyalty. Lopez continues, “We have had consistent compounded growth of 15-20% since 2009. With that growth, we are investing in our people.” PharmPix has a warm, familial-style culture called “Pharmily” that has led many employees to stay on board since the beginning.

At the heart of PharmPix is not only their people, but their state-of-the-art technology, OneArk™. The system plays a crucial role in addressing the inefficiencies of most PBM offerings by being triggered at the point-of-sale which improves member experience and clinical outcomes from the start.

The OneArk™ System is a proactive, preventive, and accurate platform designed to give clients the necessary flexibility to satisfy any plan design or clinical program. The reporting and analytical tools offer decision support for the management of quality and costs of any pharmacy benefit program.

Jaime Figueroa, CEO, states how success is achieved, “Bring on talented, dedicated people. We are very grateful for that. **That is our key to success.**”

Looking to the next milestone, specialty drug spend is a major hurdle. Dr. Martinez remembers when drug treatments were only around thousands of dollars per year. Now they can be over \$1M per year. But he confidently states that “PharmPix has a solution.” And they do.

The PPx Specialty HUB is the most comprehensive solution to manage specialty drug costs and offers 30-40% savings. Through the PPx Specialty HUB, members are identified at the point-of-sale and are routed to a dedicated call center with a single point of contact to identify the best price and source for the member’s script, offering exceptional service and turnaround time.

PharmPix is a technology company that cares about the clients they serve, just as much as their own people.



Jaime Figueroa
Chief Executive
Officer



**Dr. Marty
Martinez, PharmD**
President & Chief
Product Officer



Ivan López
Chief Financial
Officer



Herminio Correa
Chief Information
Officer

PharmPix’s four founders

To learn more: Sales@PharmPix.com

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Picture from The Healthcare Price Transparency Forum and Artificial Intelligence Forum



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