



NEWS FROM SIIA MEMBERS

2024 NOVEMBER MEMBER NEWS

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 at jivy@siaa.org.

SIIA boasts a very active and dynamic membership. Here are some of the latest developments from the companies powering the self-insurance industry.

ELMCRX SOLUTIONS NAMES AMY GASBARRO AS PRESIDENT

ELMCRx Solutions (“ELMCRx”), a leading provider and consolidator of pharmacy benefit management (PBM) point solutions, is pleased to announce the appointment of Amy Gasbarro as President.



According to an announcement, Amy brings decades of leadership and experience in the healthcare space and is poised to help lead ELMCRx into its next phase of strategic growth. Amy’s appointment solidifies ELMCRx’s commitment to delivering innovative point solutions that provide enhanced, value-driven, transparent pharmacy benefit and prescription drug services for employers, brokers, and TPAs.

Amy comes to ELMCRx with an extensive background in healthcare management, having served in various executive roles that focused on operational excellence, client relations, and strategic development. “Amy’s leadership and vision align perfectly with our mission to provide high-quality prescription drug solutions,” said Richard Fleder, CEO and Chairman of the Board of ELMCRx. “Her experience in driving growth and passion for healthcare innovation make her the ideal choice to lead ELMCRx as we continue to expand our services and partnerships and make acquisitions. We are confident that Amy’s contributions will positively impact the future of our organization.”

“I am thrilled to join ELMCRx at such an exciting time in the company’s journey,” said Amy Gasbarro, President of ELMCRx. “There is a tremendous opportunity to push the boundaries of

traditional pharmacy benefit management and prescription drug services and bring transformative solutions to our clients. I look forward to working with the talented team at ELMCRx to build on the company’s impressive momentum.”

PENFIELD EXPANDS INTO SUBROGATION BUSINESS

Penfield Medical Cost Containment Inc., a leading medical claims negotiation and medical bill review company, has announced the acquisition of subrogation experts, Transworld Claims Solutions (TCS).

TCS is a provider of a full range of subrogation and recovery services geared to the needs of the insurance industry. Their founder, Doug Clement, has joined Penfield as the SVP of Subrogation. The other TCS team members have also transitioned over to Penfield.

Penfield’s President & CEO, David S. Rennie, said, “We are thrilled to welcome Doug and the TCS team to Penfield. This acquisition represents a fantastic opportunity to further enhance the full range of services and expertise that Penfield currently provides for our clients and signifies our continued growth. “Penfield is committed to developing our client services and attracting new clients, ensuring our long-term success and growth.”



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Brad Hansen
VP of Provider Relations



WELLRITHMS RECOGNIZED AS ONE OF THE FASTEST GROWING COMPANIES IN THE U.S.

Inc. revealed today that WellRithms ranks No. 1078 on the 2024 Inc. 5000, its annual list of the fastest-growing private companies in America.

“It is gratifying to again be listed in the top quartile of the Inc. 5000 list for the fourth consecutive year,” said Merrit Quarum, M.D., WellRithms CEO. “Our growth reflects the enormous problem we address of medical overbilling and the unique approach we bring to carefully scrutinize bills to reduce healthcare costs for employers, unions and other payors. This Inc. 5000 distinction reflects our spirit of innovation, advanced AI, physician expertise and legal insight used to combat medical billing errors, abuses and fraud.”

BERKLEY EXPAND GROUP CAPTIVE SALES TEAM

Berkley Accident and Health, a Berkley Company, has appointed Eric Bunce as Regional Sales Manager for its EmCap business. In this role, Eric will be responsible for cultivating growth and developing new Stop-loss Group Captive programs in the southeast territory.



Eric Bunce

“I’m excited to continue the expansion of our EmCap business in the southeast, and Eric’s background in both Stop-loss and Group Captive programs will be an asset to our clients,” said Brad Nieland, President

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and CEO of Berkley Accident and Health. “Bringing on an individual like Eric, who has an outstanding reputation in the industry, is an exciting win for our team.”

Eric joins Berkley Accident and Health with over 20 years of experience in sales, starting with a large national carrier. He has also held sales leadership roles in the medical and ancillary/voluntary industries and, most recently, in the captive space. Eric is a graduate of Drake University and resides in the St. Petersburg, FL area.

ASHLEY SHEBLE JOINS BLACKWELL CAPTIVE SOLUTIONS

Blackwell Captive Solutions, a leading U.S.-based provider of innovative group captive solutions, has announced the appointment of Ashley Sheble as its new National Vice President of Sales. This strategic addition to the team comes as Blackwell continues its expansion, celebrating its second anniversary and recent industry recognitions.

“Ashley’s proven track record in exceeding sales goals and her deep expertise in the healthcare and benefits sector make her an invaluable addition to our team,” said Kari L. Niblack, Esq., President of Blackwell Captive Solutions. “Her leadership and vision will be instrumental as we continue to expand our services, forge new partnerships, and drive strong top and bottom-line impact across the organization.”

MARKET LEADERS COMBINE TO FORM CARBON STOP LOSS SOLUTIONS

Sequoia Reinsurance Services, IOA Re and Rockport Benefits — subsidiaries of NSM Insurance Group—announced they are uniting under a new brand, Carbon Stop Loss Solutions (Carbon), to deliver the industry’s leading reinsurance and stop-loss solutions.

NSM acquired all three entities in March 2023 and strategically merged them to create a unified sales and service platform to deliver increased value and enhanced resources to brokers, TPA partners and clients.

“By uniting the cutting-edge risk solutions and expertise of three trusted legacy organizations, we are now formally joining forces as the singular leader for employer stop-loss and managed care solutions that deliver financial security,” said Dan Bolgar, CEO of Carbon Stop Loss Solutions. “Like the essential element, Carbon represents the critical solutions that we deliver for brokers and their clients that embody the strength, resilience and innovation that we are known for across the reinsurance industry.”

Bolgar added, “Our partners and clients can rely on us for the same market-leading solutions, expertise, and service they have always received from us. Our combined teams will allow us to deliver even faster service, competitive pricing and a broader portfolio of solutions for a wide range of clients.”

VBA APPOINTS MICHELLE BOUNCE TO KEY EXECUTIVE POSITION

Virtual Benefit Administrators (VBA) has announced the appointment of Michelle Bounce as the new Senior Vice President (SVP) of Business Transformation. In her new role at VBA, Michelle will leverage her extensive project management skills, deep product knowledge, and customer use-case expertise to refine VBA’s approach to understanding buyer timelines, objections, and decision-making processes.

Michelle most recently served as the President of The J.P. Farley Corporation and has been a transformative leader in the healthcare industry. Her dedication to transparency, cost-effectiveness, and improving healthcare outcomes aligns perfectly with VBA’s mission to deliver innovative and client-focused solutions.

“We are delighted to welcome Michelle Bounce to the VBA team,” said Mike Clayton, President & CEO of VBA. “Her

extensive experience and passion for enhancing healthcare administration will be invaluable as we continue to innovate and improve our customer engagement approach. Michelle's strategic insights will help us better understand our customers and drive our business forward."

ANNA HANSEN JOINS MEDWATCH

MedWatch, LLC, a leader in healthcare cost containment solutions, announced the appointment of Anna Hansen as Senior Vice President of Business Development. With over 20 years of experience in the healthcare industry, Anna brings extensive expertise in driving business growth, creating client-focused solutions, and fostering strategic partnerships.



In her new role, Anna will be leading new initiatives in MedWatch's business development, expanding client relationships in additional market segments and driving the company's commitment to innovative, customized solutions for healthcare providers and payers. Her proficiency in sales strategies, account management, and cost containment will be instrumental in MedWatch's ongoing growth and success.

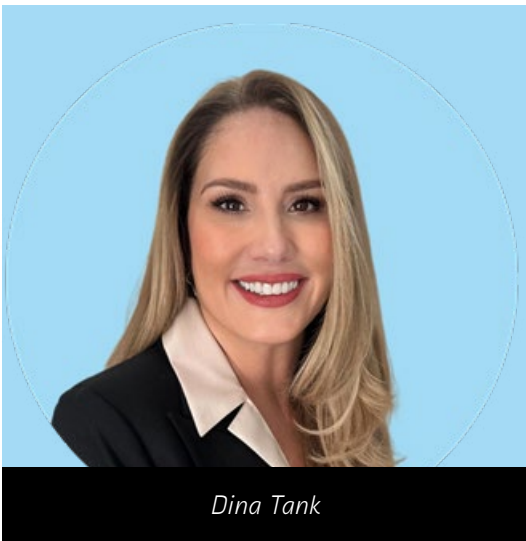


Anna joins MedWatch from MultiPlan, Inc., where she served as Vice President, Client Executive, and played a pivotal role in expanding cost containment solutions, including analytic-based payment and revenue integrity services.

“We are thrilled to have Anna Hansen join the MedWatch team,” said Sally-Ann Polson, President & CEO of MedWatch, LLC. “Her deep industry knowledge and proven track record in business development make her a valuable addition as we continue to expand our services and deliver exceptional value to our clients.”

ALLIED BENEFITS SYSTEMS TAPS DINA TANK TO LEAD REGIONAL SALES

Allied Benefit Systems, LLC, the nation’s leading healthcare solutions company, announced the appointment of Dina Tank, as Senior Vice President, Sales, for the United States Western Region. Dina brings over 30 years of experience in the health insurance industry and will be instrumental in expanding Allied’s presence in the Western market



Dina Tank

Dina joins Allied from a national TPA, where she served as Vice President, West Coast Sales Division.

“We are thrilled to welcome Dina to the Allied team,” said Andrew (Drew) Rozmiarek, Chief Revenue Officer of Allied. “Dina’s proven record of success and great reputation on a national level, along with her strong ties to our valued broker partners, will be vital as we continue to execute our proven strategies in the Western market. Dina’s expertise and leadership will be key to driving our strategic

initiatives and expanding our reach in this important region.”

D.W. VAN DYKE RELEASES STOP-LOSS SURVEY RESULTS TO PARTICIPANTS

D.W. Van Dyke & Co., Inc. has released the results of its Medical Stop-loss Industry Persistency and New Business Survey to the twenty-seven participants (MGUs and Direct Carriers) representing over \$13.7B in annualized Stop-loss Premiums.

Stop-loss MGUs and Carriers interested in learning more about DWVD’s Industry surveys and services should contact Joe Sabol at jsabol@dwvd.com or Michelle Marzella at mmarzella@dwvd.com.

ALICE JACKSON JOINS HEALTH PAYER CONSORTIUM (HPC)

HPC has announced the hiring of Alice Jackson. With over 25 years working for and managing TPAs and running EDI for TPAs and PPOs, Alice brings a wealth of knowledge to HPC’s EDI team. At HPC, she will lead and develop our talented team of EDI experts.



Alice Jackson

“I’m excited to join the team at HPC. They’re a great group of people who are extremely passionate about their work and their fun. I look forward to the future,” said Alice Jackson.

“Alice will fit in great at HPC. We searched for a long time before we found Alice to fill this key position in our organization,” said Patrick J. Crites, President and Co-founder of HPC. He continued, “Strategically, she will grow and develop our EDI Team for the next 10-plus years.”

RINGMASTER TO PARTNER WITH BENECON

Ringmaster Technologies, Inc. has announced a strategic partnership with Benecon, a leader in self-funded consortiums and cooperatives. This new collaboration aims to introduce an innovative level-funded marketplace, combining the strengths and expertise of both companies to deliver unparalleled value to clients.

This partnership will integrate Ringmaster’s software capabilities, which are designed to simplify and streamline the quoting and placement procurement cycle, with Benecon’s extensive experience in providing level-funded health plan solutions. The collaboration promises to deliver significant benefits to clients, including faster processes, improved customer experiences, and optimized financial outcomes.

“This partnership aligns perfectly with our vision of leveraging advanced technology to offer superior solutions to our clients. Together, we will empower our clients, enhance operational efficiencies, and unlock new growth opportunities,” said Todd Roberti, CEO of Ringmaster Technologies, Inc.

Benecon’s CEO, Matt Kirk, shared, “We are very excited to support Ringmaster in launching a level-funded solution backed by the VERIS Consortium. Benecon looks forward to the partnership and supporting Ringmaster’s efforts to bring technology efficiencies to the self-funded space.”

CENTIVO ANNOUNCES NEW CAPITAL RAISE

Centivo, a pioneering healthcare company dedicated to making high-quality healthcare more affordable for employers and their employees, announced it has secured \$75M in equity and debt financing.

The financing includes participation from new strategic investors Cone Health Ventures and MemorialCare Innovation Fund, as well as existing financial investors, including B Capital, Cox Enterprises, F-Prime Capital, Ingleside Investors, and Morgan Health (a division of JPMorgan Chase).

“We are thrilled to have this level of financial support toward the continued growth of our radically affordable healthcare solution in America,” said Ashok Subramanian, CEO and Co-Founder of Centivo. “Our next step is to expand the number of Americans who can finally have a health plan that they can afford to use and to make more heroes out of those employers who are restoring healthcare affordability in their workplaces.” ■

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