

Press Release - For Immediate Release

## Custom Design Benefits Ranked 5th Largest Employee Benefits Firm in the Cincinnati Business Courier

[Cincinnati, Ohio ~ June 1, 2016] The list of the Tri-State's largest benefit firms recently released by the *Cincinnati Business Courier* once again included Custom Design Benefits. For the second consecutive year, Custom Design Benefits was ranked the fifth largest.

Custom Design Benefits is Cincinnati's largest, independent third party administrator (TPA) of self-funded health benefit plans and is celebrating its 25<sup>th</sup> year of providing innovative cost containment solutions for employee benefits.

Custom Design Benefits offers an innovative reference-based-pricing solution for self-funded employers (as small as 50 employees) who need to stabilize, or reduce, out-of-control health costs. TrueCost, launched by Custom Design Benefits in 2012, is an alternative to high deductible health plans (HDHP) and eliminates deductibles and co-insurance and reimburses all providers based on Medicare plus a bonus.

Since launching TrueCost, Custom Design Benefits secured direct contracts with the top hospital systems in the area, alleviating the concern of balance billing - an issue with other reference-based-pricing plans administered by its competitors.

“High deductible health plans did not turn out to be the panacea touted by insurance companies to save employers money or make employees into health care ‘consumers’ who shop for the best price,” said Julie Mueller. “In fact, the most recent evidence has shown employees in HDHP put off needed services which causes higher health care costs in the long run when left untreated.”

Earlier this year, Custom Design Benefits announced a new ownership team, led by Julie Mueller, President and CEO, and the company is poised to grow its business. “We are looking forward to serving new clients and adding to our excellent staff,” said Ms. Mueller.

### **About Custom Design Benefits**

Custom Design Benefits (CDB), founded in 1991, is Cincinnati's largest, independent Third Party Administrator of self-funded health benefit plans and consumer driven services. CDB is recognized as a national leader in the development and implementation of reference-based-pricing plans and other healthcare strategies. Custom Design Benefits 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 like Flexible Spending Accounts and Health Reimbursement Arrangements.

For more information, call 800-598-2929 or visit  
[www.CustomDesignBenefits.com](http://www.CustomDesignBenefits.com).

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