

Press Release - For Immediate Release

Ginger Scherbarth Promoted to Vice President at Custom Design Benefits

[Cincinnati, Ohio ~ August 11, 2017] Custom Design Benefits, the Tri-State's leading Third Party Administrator providing innovative cost containment solutions for self-funded employers, announced the promotion of Ginger Scherbarth to Vice President, Operations & Account Management.

Prior to joining Custom Design Benefits in 2016 as the Director of Operations, Ginger had over 25 years of experience advising business leadership on operational processes, organizational designs, and infrastructure. Ginger's results have enabled companies to grow & operate effectively. As a genuine leader, she fosters continuous improvement by effective talent management, analyzing processes, monitoring effectiveness, and identifying actions to reduce complexity and/or enhance operational performance.

Ginger has held Operations and Human Resources leadership roles in three public companies, including LensCrafters/Luxottica, and served as President of the Employee Benefits division of an insurance brokerage firm.

While at Ball State University, Ginger double majored in Human Resources Management and Exercise Physiology, earning a Bachelor of Science degree. She went on to University of Cincinnati where she earned a Masters degree in Health Education.

Ginger has earned Senior Professional in Human Resources (SPHR) and Senior Certified Professional (SHRM-SCP) designations, as well as WELCOA's Well Workplace Certification.

"The key to any great organization is the value of its talent and we are delighted to recognize the amazing contribution Ginger has made to Custom Design Benefits," said Julie Mueller, President and CEO. "This promotion acknowledges Ginger's leadership qualities and accomplishments as well as her commitment to CDB's accelerated growth."

About Custom Design Benefits

Custom Design Benefits (CDB), founded in 1991, is the Tri-State'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.

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