

Press Release - For Immediate Release

## Terri Martin Joins Custom Design Benefits

[Cincinnati, Ohio ~ November 16, 2017] Custom Design Benefits, the Tri-State's leading Third Party Administrator providing innovative cost containment solutions for self-funded employers, announced the addition of Terri Martin to its staff. Ms. Martin joins Custom Design Benefits as Director of Medical Management.

Prior to joining Custom Design Benefits, Ms. Martin was the Director of Data Management at Health Network by Cincinnati Children's. In this role, she was responsible for population health management of delegated pediatric Managed Care Medicaid lives, to facilitate care management and utilization management for children. With the Health Network team, she built trusted relationships with families, providers, and managed care organizations. She used data & analytics to monitor for over/under-utilization, reduce cost and improve health outcomes.

Ms. Martin obtained her RN from The Christ Hospital, her BSN for the University of Cincinnati and her MBA from the University of Phoenix, and has a Six Sigma Black Belt certification.

"We are delighted that someone with Terri's extensive medical management experience is joining Custom Design Benefits," said Julie Mueller, President and CEO. "Terri is a healthcare leader with a successful track record of developing and implementing innovative care and utilization management solutions. Terri will be making a significant contribution to Custom Design Benefits' ability to provide superior service to our customers and their employees."

### 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](http://www.CustomDesignBenefits.com).

###

Contacts:

Peter Landesman  
Director of Marketing  
Custom Design Benefits, Inc.  
5589 Cheviot Road  
Cincinnati, Ohio 45247  
(513) 598-3663  
[plandesman@customdesignbenefits.com](mailto:plandesman@customdesignbenefits.com)

1017-20