

Press Release - For Immediate Release

## Mueller Now CEO at Custom Design Benefits Welcomes New Partners

[Cincinnati, Ohio ~ January 4, 2016] Custom Design Benefits, Inc., Cincinnati's largest, independent third party administrator (TPA) of self-funded health benefit plans, announced today the formation of a new company to be known as Custom Design Benefits, LLC.

Julie D. Mueller, formerly the President and Co-Owner of Custom Design Benefits, assumed the role of President and CEO. Her current partner, Steven Chapel, retired at the end of 2015.

The new ownership team is comprised of Mueller and a small group of local investors organized by Thomas Munninghoff, the founding member of Munninghoff, Lange & Company, a Covington, KY based CPA firm.

Munninghoff first became acquainted with Custom Design Benefits in 2014, when Custom Design Benefits was selected as the third party administrator of his company's self-funded TrueCost health benefits plan.

TrueCost, launched by Custom Design Benefits in 2012, is 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 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.

"I immediately recognized that CDB's TrueCost made the most financial sense for providing affordable healthcare benefits to our employees, our clients, our community, and our country," said Munninghoff. "Our experience with TrueCost has been so positive that I wanted to share it with my fellow business owners in the area."

"I was very interested in the opportunity to invest in Custom Design Benefits. It was not difficult to organize a small group of local business owners to create a new ownership team with Julie," added Munninghoff. "As a trusted advisor to many other local business owners, I have been recommending that they consider TrueCost when making a decision on employee health benefits for their own companies."

“While we made a slight change to our company name, Custom Design Benefits will not be making any changes in the personalized and innovative service that defines us and makes us who we are,” said Ms. Mueller. “I am thrilled our new partnership will ensure that Custom Design Benefits retains its current leadership and will remain an independent and privately held company.”

“Custom Design Benefits is celebrating 25 years of providing innovative cost containment solutions for employee benefits,” said Ms. Mueller. “We are pleased that the new ownership team positions Custom Design Benefits to grow its business. We are poised and looking forward to serving new clients and adding to our excellent staff.”

### **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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