

Press Release - For Immediate Release

Recent Promotions at Custom Design Benefits

[Cincinnati, Ohio - March 7, 2016] Custom Design Benefits, a leading Third Party Administrator providing innovative cost containment solutions for self-funded employers, announced the following staff promotions.

- Amanda Guinan was promoted to Vice President, Business Development & Compliance
- Nancy Hill was promoted to Vice President, Employee Development & Quality Assurance
- Debra Williams was promoted to Director of Accounting.

In January 2016, Custom Design Benefits reorganized with a new ownership team which positions the company for significant growth. Promoting these key employees recognizes their talent and ability to facilitate the company's growth plans.

Amanda Guinan is an experienced business executive with more than 25 years of experience in the benefits industry. Amanda joined the company in 2009 as Director of Account Management. As Vice President of Business Development & Compliance, Amanda is responsible for identifying and developing innovative products or services that benefit Custom Design Benefits' clients. Amanda also oversees our Compliance team which provides ACA support to CDB and our clients.

Nancy Hill is a Quality Assurance and Training Professional with many years of experience in the implementation and development of new departments and positions. Nancy joined Custom Design Benefits in 2009 and her proven analytical and problem solving abilities led to creation of policies and procedures, establishment of performance measures and project facilitation. Nancy aligns company goals and strategic objectives to consistently exceed industry standards.

Debra Williams joined Custom Design Benefits in 2006 and has been an accounting and payroll professional for over 25 years. Her career includes the management of all aspects of accounting for a variety of companies. At Custom Design Benefits, Deb oversees accounting and claims billing services as well as preparing all key financial reports. Prior to joining CDB, Debra was a principal in her own accounting company.

“The key to any great organization is the value of its talent and we are delighted to recognize the amazing contributions of these individuals,” said Julie Mueller, President and CEO of Custom Design Benefits. “These promotions acknowledge the leadership qualities and accomplishments of these individuals and their commitment to CDB’s accelerated growth.”

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.

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