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**CURRICULUM VITAE
OF**



**Dean M. Hoffman
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deanhoffman@wi.rr.com**

Experience:

*Employee Benefits Consulting
Large Group Employee Benefit Plan Design
Self Funded Consulting
Corporate Trainer
Expert Witness Testimony
Brokerage Development
Employee Benefit Marketing/Sales
Insurance Company Management
Plan Design Management
Website Design
Lifestyle/Wellness Plans
Consumer Driven Healthcare Plans
Employee Self Service Programs
Data Integration Technology*

Characteristics:

*Effective Leader
Self-Motivated
Technical & Analytical
Collaborative Management
Highly Energetic Performer*

CAREER PATH



2011 to Present

Security Health Plan/Security Administrative Services Marshfield, Wisconsin

Sales Consultant/Product Manager

Security Health Plan (www.securityhealth.org) — His primary role will be new business development for Security Administrative Services, a Third Party Administrator (TPA), providing self-funded products to employers and plan sponsors nationally. Mr. Hoffman brings 35 years of national TPA and self-funding experience to this role. The expansion of this marketing effort will be through the organization's trusted partners in the agent, broker or consultant distribution channel.

Security Administrator Services (SAS) is a division of Security Health Plan, a not-for-profit health maintenance organization and claims administrator located in Marshfield, Wisconsin. SAS is a full service TPA that handles all aspects of administering plans on behalf of national employers. Security Health Plan also offers fully insured plans with local, regional, and national provider and pharmacy networks. In addition, Security Health Plan offers an array of health plans through the Federal health care exchange, both for individuals and small groups. The organization also provides one of the nation's best rated Medicare advantage plans, called Advocare, to retirees. Security Health Plan has consistently been ranked as one of the nation's best health plans by the National Committee for Quality Assurance (NCQA).

In 2011 SHP celebrated its 25th anniversary as a medically driven health maintenance organization sponsored by Marshfield Clinic. Founded 40 years ago as the Greater Marshfield Community Health Plan, the Plan became Security Health Plan in 1986 and now serves more than 200,000 residents in 34 counties of northern, western and central Wisconsin. Security Health Plan holds 4.5 - star rating from the Centers for Medicare and Medicaid Services (CMS) for its Advocare Medicare Advantage plans.

- Promote Security Health Plan strategic business relationships with insurance agencies, brokers and other business partners.
- New business development of self-funded and third party administered employer plans thru agents, brokers and consultants nationally.
- Facilitate ancillary product strategy, maintain stop loss vendor relationships and create stop loss captive and risk treaty share arrangements.
- Develop Security Health Plan strategic plan for all self-funded ERISA governed product lines, review internal process for on boarding new and retention of current self-funded employer groups.
- Responsibility for product development for on and off exchange small group fully insured, large group fully insured and self funded product lines.
- Affordable Care Act (ACA) task force regulation review, evaluation and implementation to participate in the Federal Facilitated Exchange (FFE), product and pricing.

2010 to Present

**Dean M. Hoffman, LLC
Brookfield, Wisconsin**

Owner, Sole proprietor

Dean M. Hoffman, LLC facilitates industry workshops, keynotes and “train the trainer” sessions for Agents, Brokers or Consultants as well large Self-Funded plan sponsors on a National level. Dean is a regular speaker for University of North Carolina's Kenan-Flagler Business School via the University Conference Services and the National Association of Health Underwriters. Workshops are specifically tailored to the specific audience, some include case studies. Most workshops are approved most state regulators states, including Wisconsin, for agent continuing education credits. The most popular workshops are:

- Partial Self-Funding: Is it right for you?
- Self-Funding 101 – The Basics
- Self-Funding 202 – Advanced Concepts
- Self-Funding Tutorial: Basic Concepts through Advanced Strategies with Case Studies
- Self-funded – What you need to know about stop loss contracts and underwriting
- Consumer Driven Healthcare Plans
- Lifestyle/Wellness Strategies for Employers

Future Self-funded Workshops:

- March 8, 2015 – Westin – San Diego, California
- April 26, 2015 – Renaissance Boston Waterfront - Boston, Massachusetts
- June 7, 2015 – Westin River North – Chicago, Illinois
- September 27, 2015 – Westin Riverwalk – San Antonio, Texas

Attendees at a recent Health and Welfare Plan Management Conference in Las Vegas gave the following comments regarding his three hour self-funded presentation.....”Best in my book”...”Good explanations of difficult concepts”, “this is what we need”...“Best presentation so far! Awesome information and explanation”...”bring him back!”

2009 to 2010

**National CooperativeRx ~ WisconsinRx
Madison, Wisconsin**

Director of Strategic Accounts

A not-for-profit pharmaceutical benefits purchasing coalition. The cooperative provides aggregated purchasing clout and value-added service for brokers, self-funded plan sponsors, third party administrators and other healthcare consortiums. With strength in numbers, the purpose of the cooperative is to leverage collective purchasing power to make prescription drug plans more affordable for its member organizations and their employees. Founded in 2003, they currently have in excess of 250,000 members from 500 different plan sponsors.

- Promoted the National CooperativeRx not for profit PBM model to agents, brokers and consultants in all states except Wisconsin.

- Established Strategic Marketing plan to identify self-funding agents, brokers and consultant in key ERISA markets
- Leveraged National Industry relationships
- Held “Train the Trainer” sessions on Self Funding concepts at industry trade shows, conferences and agency training events.
- Presented detailed cost analysis for PBM analysis
- Deployed the National CooperativeRx model in strategic national markets

2002 to 2009

Diversified Insurance Services /T.E. Brennan Company

T.E. Brennan Company ~ Practice Leader – Benefits & Vice President Milwaukee, Wisconsin

Responsible for the overall management and operation of the Employee Benefits Division of the firm including marketing, sales and growth, technical expertise contribution, oversight, industry knowledge and legislative influence and tracking. Fee-for-Service consulting for Large Group fully insured and self-funded plans.

The employee benefit division of T.E. Brennan Company merged with Diversified Insurance Services in February 2005.

Diversified Insurance Services ~ Director - Large Group Services Brookfield, Wisconsin

Fee-for-Service consulting and brokerage sales for Large Group fully insured and self-funded plans. Deployed employee self service and data integration technology to Diversified Insurance Services, Inc. employee benefit clients.

- Consumer Driven Healthcare consulting. Flexible Spending Accounts, Health Savings Accounts and Health Reimbursement Arrangements.
- Alternate funding of health care including ASO, cost plus, retrospective, split-funded, experience rating, minimum premium and self-insurance
- Aggregate stop loss and specific stop loss policies – Incurred, paid, date of service rendered or terminal liability
- Preferred Provider Organizations (PPO) network review and disruption analysis
- Strategic Planning, focus group and employee surveys
- Lifestyle/Wellness Plans strategy
- Disease Management and Cost Containment Program - Development, implementation and service
- Summary plan document review and preparation
- Prescription drug plan analysis and implementation
- Insured Products – Group life, AD&D including voluntary, LTD, STD, dental, vision, prescription drug and insured large group medical
- Website design and implementation
- Data integration; claims analysis and employee benefit web tool technology

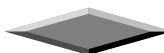
1978 to 2002

Trustmark Insurance Company Lake Forest, Illinois

Regional Manager - Milwaukee Regional Office

- Managed a Regional Sales and Service Office with a profitable block of insured and self funded group business for Trustmark Insurance Company.
- Developed over \$74 million in profitable new business sales for Trustmark.
- Served twice on the Trustmark Chairman's Council, reporting directly to the Chairman of the Board for sales and profitability success.
- Cultivated and maintained marketing relationships with Employee Benefit Brokers and Agents in a five (5) state region, Wisconsin, Minnesota, North and South Dakota and the Upper Peninsula of Michigan.
- Marketed group products to include; Group Life, Dental, Voluntary Dental, Group Disability, Insured Medical, Administrative Services Only and Stop Loss to employer groups in excess of 50 employees.
- Facilitated managed care relationships within assigned marketing territory to include AHC, PHCS, HCN and The Alliance.
- Mentored new Trustmark Regional Managers and led training seminars for alternate funded products for all Group Division sales associates.

SPECIALIZED EXPERIENCE IN THE DESIGN, EVALUATION AND MARKETING OF EMPLOYEE BENEFITS PROGRAMS

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- "Train the Trainer" employer seminars and a National speaker for Advanced Self Funding concepts, Consumer Driven Healthcare Plans and Data Integration Technologies
 - Published articles on Alternate Funding of Employee Benefit Plans published in Health Insurance Underwriter, Wisconsin Broker and Broker News, Heartland edition
 - Alternate funding of health care including ASO, cost plus retrospective, split-funded, monthly experience rating, non-insurance, self-insurance
 - Aggregate stop loss and specific stop loss policies – Incurred, paid, date of service rendered or terminal liability
 - Preferred Provider Organizations (PPO) network analysis
 - Disease Management and Cost Containment Program - Development, implementation and service
 - Prescription drug plan review and implementation
 - Insured Products – Group life, AD&D including voluntary, LTD, STD, dental, vision, prescription drug and insured large group medical
 - Data Integration Technology, claims analysis, plan modeling and employee benefit web tool technologies
 - Third Party Administration

COMMUNITY AND INDUSTRY PARTICIPATION

Society of Professional Benefit Administrators (SPBA) www.spbatpa.org/

"SPBA is the national association of Third Party Administration (TPA) firms who provide comprehensive ongoing administrative services to client employee benefit plans. SPBA also has a Stop-Loss Service Partner category for carriers, MGUs, and re-insurers of self-funded health plans. SPBA is a unique community offering an ongoing exchange of business strategies, government compliance insights, as well as political and industry trends impacting employee benefits. By focusing on the real-world effects of government rules, SPBA has become a leading voice for employee benefits and a major behind-the-scenes sounding board for government policymakers."

National Association of Health Underwriters (NAHU) www.nahu.org

Mission

NAHU will improve its members' ability to meet the health, financial and retirement security needs of all Americans through education, advocacy and professional development.

Vision

Every American will have access to private sector solutions for health, financial and retirement security and the services of insurance professionals.

Wisconsin Association of Health Underwriters (WAHU) www.eWAHU.org

"The mission of the Wisconsin Association of Health Underwriters is to promote and sustain a knowledgeable and professional membership and successful business environment for those engaged in disability and health risk management; to further the enhancement of their professional skills and services which will foster a greater financial security and independence of the consuming public"

Leadership roles with WAHU and NAHU:

- NAHU Professional Development Committee
 - Chair 2011 and 2012
- NAHU Board of Trustees 2007 -2009
 - Membership Chair
 - Professional Development
- NAHU Region IV Membership Chair 2005 – 2007
 - NAHU Region IV Distinguished Service Award
 - NAHU National Membership Cup 2007
- WAHU State President for 2004
 - NAHU Landmark Award 2005
 - National Distinguished Service Award
- W.A.H.U. Foundation Board, 2003 and 2004
- WAHU State Technology Chair, 2001 – 2005
 - NAHU Website Award 2003, 2005 and 2006
- WAHU Board of Directors, 2000 through 2001
 - State Membership Chair, 2000 and 2001

COMMUNITY AND INDUSTRY PARTICIPATION



Greater Milwaukee Employee Benefit Council (GMEBC)

Charter Member

The Greater Milwaukee Employee Benefits Council is an association of professionals engaged in the design, financing, communication and administration of employee benefits. The purpose of the group is to exchange information, advance knowledge and promote education in employee benefit plans. Current membership consists of approximately 200 attorneys, actuaries, consultants, insurance companies, HMO and investment manager representatives and trust officers who are involved in traditional employee benefit programs such as health and welfare, pension and profit sharing. As a member, attend monthly educational meetings that relate to all employee benefit topics and network with other employee benefit professionals on industry practices and trends.

RELEVANT EXPERIENCE



Articles and Publications:

- “A Primer on Self-funding: Accessing whether a self-funded health plan makes sense for school districts” – Wisconsin Association of School Boards, January 2014
- “Self-Funding – Opportunity is knocking, are you ready? Health Insurance Underwriter, August 2013
- “Cooperatives and Health Care Reform” Health Insurance Underwriter, December 2009
- “Membership 101 ~ The Fundamentals” Health Insurance Underwriter, May 2009
- “Leadership Strategy for Growth” Health Insurance Underwriter, August 2008
- “Membership ~ Ideas to Help Your Retention”, Health Insurance Underwriter, March 2008
- “Membership Retention Strategy”, Health Insurance Underwriter, January 2008
- “Membership Strategy ~ Back to the Basics”, Health Insurance Underwriter, January 2007
- “51+ Self-Funding,” Health Insurance Underwriter, November 2000.
- “ASO & Self-Funding,” Broker News, Heartland edition, August, 2001

Public Speaking engagements:

- “Self-Funding: Basic and Advance Concepts” ~ Three (3) hour workshop with case studies at the Iowa Association of Health Underwriters, Perry, Iowa, October 2014
- “Affordable Care Act impact on Self-funded plans, Stop loss insurance, TPA and ASO services” National Business Institute, Pewaukee, Wisconsin, October 2014
- “Self-Funding: Basic and Advance Concepts” ~ Four (4) hour pre-conference Workshop with case studies and a one (1) hour workshop “Self-funding: What you need to know about stop loss contracts and underwriting” at the Health and Welfare Plan Management Conference for

Mid-Sized Employers, sponsored by Kenan-Flagler Business School – UNC – Chapel Hill, Las Vegas, Nevada, September, June 2014

- “Self-Funding: Basic and Advance Concepts” ~ Four (4) hour pre-conference Workshop with case studies and a one (1) hour workshop “Self-funding: What you need to know about stop loss contracts and underwriting” at the Health and Welfare Plan Management Conference for Mid-Sized Employers, sponsored by Kenan-Flagler Business School – UNC – Chapel Hill, Chicago, Illinois, June 2014
- “Is Partial Self Funding Right for you?” Marshfield Area Chamber of Commerce, Marshfield, Wisconsin May 2014
- “Self-Funding: Basic and Advance Concepts” ~ Four (4) hour pre-conference Workshop with case studies at the Health and Welfare Plan Management Conference for Mid-Sized Employers, sponsored by Kenan-Flagler Business School – UNC – Chapel Hill, Boston, Massachusetts, May 2014
- “Health Insurance 101 and the Affordable Care Act” Guest lecturer, University of Wisconsin – Stevens Point, College of Professional Studies, School of Business and Economics, Stevens Point, Wisconsin, April 2014
- “Self-Funding: Basic and Advance Concepts” ~ Three (3) hour workshop with case studies at the Wisconsin Association of Health Underwriters, Pewaukee, Wisconsin, April 2014
- “Self-Funding: Basic and Advance Concepts” ~ Four (4) hour pre-conference Workshop with case studies at the Health and Welfare Plan Management Conference for Mid-Sized Employers, sponsored by Kenan-Flagler Business School – UNC – Chapel Hill, San Francisco, California March 2014
- “Self-Funding: Basic and Advance Concepts” ~ Three (3) hour workshop with case studies at the Indianapolis Association of Health Underwriters, Indianapolis, Indiana, January 2014
- “Self-Funding: Opportunity is knocking are you ready” at the Minnesota Association of Health Underwriters, St. Paul, Minnesota, December, 2013
- “Self-Funding: Basic and Advance Concepts” ~ Three (3) hour workshop with case studies at the Nebraska/Iowa Association of Health Underwriters, Omaha, Nebraska, November, 2013
- “Self-Funding 101 ~ The Basics and Self-Funding 202 ~ Advanced Concepts,” Wisconsin 2012 SHRM Conference, La Crosse, Wisconsin, October 2013
- “Self-Funding: Basic and Advance Concepts” ~ Four (4) hour pre-conference Workshop with case studies at the Health and Welfare Plan Management Conference for Mid-Sized Employers, sponsored by Kenan-Flagler Business School – UNC – Chapel Hill, Las Vegas, Nevada, September 2014

Speaking engagements prior to 2014 are available upon request.

PERSONAL AWARDS

Distinguished Service Award

National Association of Health Underwriters (www.NAHU.org) at the Annual Convention, Baltimore, MD June, 2004. The NAHU Distinguished Service Award is presented to an individual member who performs outstanding and dedicated service for NAHU, the health insurance industry and to the consuming public.

Robert C. Gilray Distinguished Service Award

Wisconsin Association of Health Underwriters (www.eWAHU.org) at the Annual Conference in Elkhart Lake, WI September, 2007. The Gilray Distinguished Service Award is presented to a member of the Wisconsin Association of Health Underwriters who has distinguished himself with many years of service in the interest of all members and of the industry in which he has chosen to make his career.

EDUCATION

- **University of Wisconsin – Stevens Point**
Bachelor of Science degree: Business Administration and Economics
- **Self-Funded Certification**
National Association of Health Underwriters
- **Sales Mastery Training ~ Differentiating Value**
Slattery Sales Group
- **Huthwaite SPIN® ~ The Evolution of Selling**
The George Washington University School of Business
- **Consumer Driven Healthcare Certification**
National Association of Health Underwriters
- **Wellness Plan Certification**
National Association of Health Underwriters
- **LIMRA International, Inc.**
Group Sales Skills
- **Americas Health Insurance Plans**
Health Insurance Associate