



Health Care Administrators Association
The Value of Connection

FOR IMMEDIATE RELEASE

**Health Care Administrators Association (HCAA) Announces its First Chief Executive Officer;
New Appointments to the Board of Directors**

Industry Veteran Carol Berry, CSFS to provide strategic governance for the self-funding association

WOODLAND HILLS, Calif. – September 9, 2014 – The [Health Care Administrators Association \(HCAA\)](#), a leader in advocacy, education and networking for the self-funding industry, named Carol Berry, CSFS its first chief executive officer, a promotion from her previous role as chief operating officer. In addition, the association announced the appointment of five new members to its 2014-2015 Board of Directors.

In her new position, Berry will be responsible for the promotion of third-party administrators (TPAs) and others within the self-funding industry, as well as driving implementation strategies to achieve HCAA's short- and long-term goals. With guidance from the Board of Directors, she will extend awareness of self-funding initiatives, promote educational forums, engage and grow membership levels, and direct advocacy efforts.

"Carol has always been one of HCAA's most dedicated members – sharing her leadership expertise to extend awareness of the accomplishments of those in self-funding industry," said Kevin Larson, president of HCAA and president of Employee Benefit Management Services Inc. "We welcome Carol's inspired governance and look forward to her continued support in promoting 'the value of connection' to the self-funding industry."

Berry has held successful executive positions in self-funding, managed care, behavioral health and group medical insurance companies. Prior to accepting the CEO position, she maintained the HCAA's chief operating officer position since 2011, served as the Association's president 2001-2002, served on the Board of Directors and chaired the Education and Public Relations Committees. She was awarded the HCAA designation of a Certified Self-Funding Specialist® (CSFS) in July 2009.

In conjunction with this announcement, the following five industry leaders have been appointed to the HCAA Board of Directors for the 2014-2015 term:

- Matthew Burghardt, Vice President, AmeraPlan Inc.
- Steve Gauldin, Director of Business Development, Innovative Healthware Services Inc.
- Stephen Rasnick, President, Self Insured Plans LLC
- Grace Saenz, VP, Director of Sales and Service, Benefit Management Administrators Inc.
- Joanie Verinder, Compliance Director, Group and Pension Administrators Inc.

About HCAA

The Health Care Administrators Association is the nation's most prominent nonprofit trade association that supports the advocacy, networking and educational needs of third-party administrators (TPAs), insurance carriers, managing general underwriters, audit firms, physician hospital organizations, brokers/agents, human resource managers and health care consultants. For nearly 35 years, HCAA has



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taken a leadership role in legislative advocacy, working to increase its influence with policymakers and other stakeholders in order to transform the self-funding industry and expand its role within healthcare.

For more information, visit www.hcaa.org, or connect with us at [@HCAAINfo](https://twitter.com/HCAAINfo), [HCAA LinkedIn](https://www.linkedin.com/company/hcaa) or [HCAA YouTube](https://www.youtube.com/channel/UCv8v8v8v8v8v8v8v8v8v8v8).

Press contact

Dave Anderson

Anderson Interactive on behalf of HCAA

678-401-2991

dave@andersoni.com