



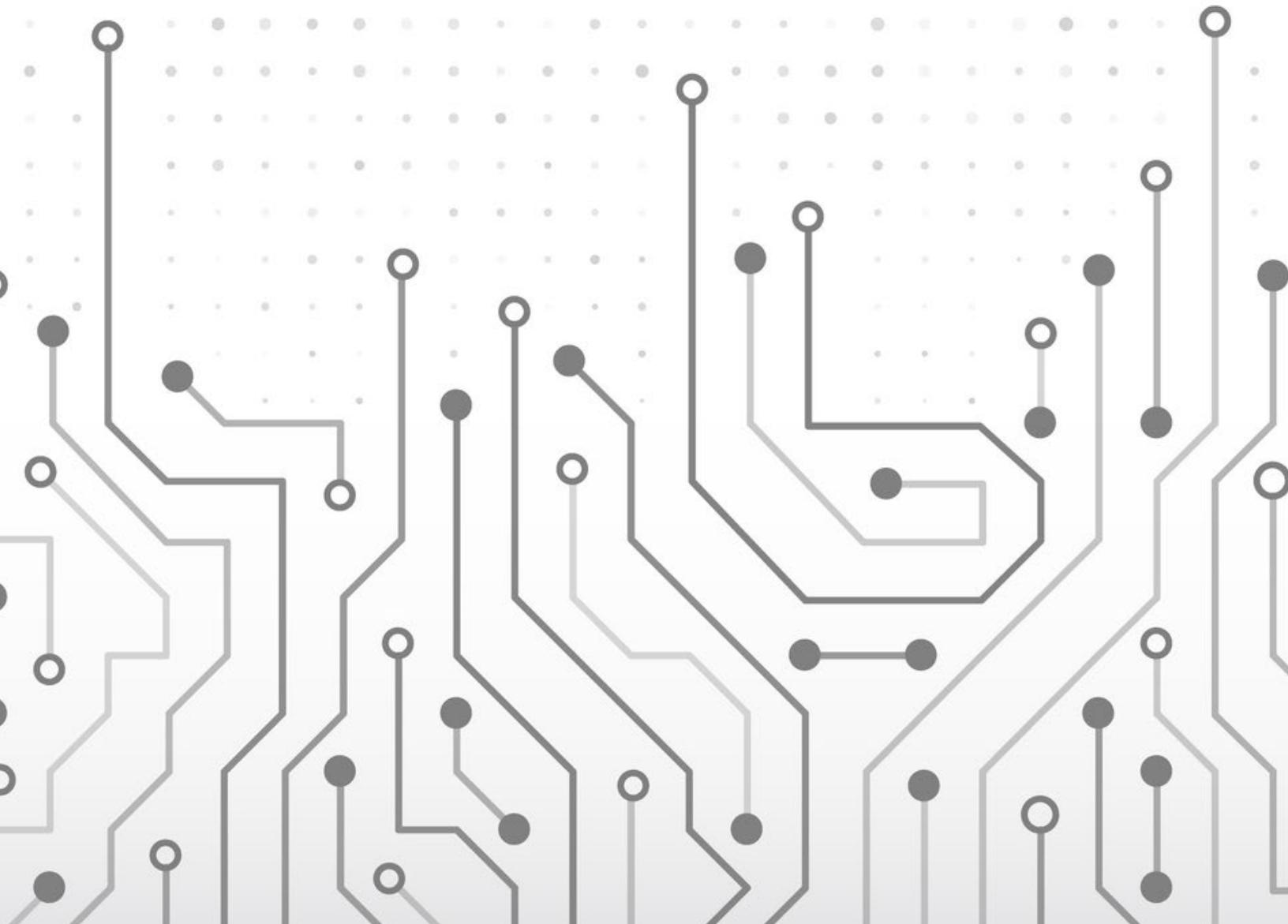
DECEMBER 2024

# THE Self-Insurer

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## NAVIGATING THE **NEW FRONTIER** IN **REFERENCE-BASED PRICING**

NSA IMPACTS, DATA OVERLOAD, AND THE AI REVOLUTION





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HEALTH

Zielinski has played a pivotal part in Nova's success, most recently serving as Director of Client Services. With nearly two decades of experience in the health insurance industry, including more than 10 years at Nova, Zielinski brings a depth of knowledge to her new role.

"Her wealth of knowledge and deep expertise make her the ideal candidate to lead Nova's client services strategy, and we are confident in her ability to drive continued client satisfaction, retention, and growth," said Jim Walleshauser, President, Nova.

As Chief Client Services Officer, Zielinski will oversee relationship management with Nova's key clients and guide strategic direction within the self-funded market. She will also assume responsibility for regulatory and compliance functions. Her top priority is ensuring she and her team are delivering elevated service to every Nova client.

"I love having the opportunity to develop strong, lasting relationships with clients while collaborating with them on creative strategies to meet their plan goals and achieve member satisfaction," said Zielinski.

#### **MARSH ANNOUNCES LEADERSHIP UPDATE FOR ITS CAPTIVE BUSINESS**

Will Thomas-Ferrand, international practice leader at Marsh Captive Solutions, will assume leadership of the intermediary's captive insurance business on 1 January 2025. He will take on the new role as Ellen Charnley, President of Marsh Captive Solutions, retires at the end of 2024.

In his new position, UK-based Thomas-Ferrand will report to Pat Donnelly, President, Marsh Specialty and Global Placement.

"Will's knowledge and experience in the captive sector across various geographies, in addition to his unwavering dedication in supporting our captive insurance clients, makes him the ideal person to lead Marsh's captive business going forward," said Donnelly.

"I want to personally thank Ellen for her tremendous leadership over the last seven years and wish her well in her retirement. "Ellen, Will and our leadership team will be working closely together over the next few months to ensure a smooth and seamless transition."

During his 20 years as a broker, Thomas-Ferrand has held various roles of responsibility within Marsh's captive business.



*Kevin O'Donnell, MPA*

#### **VĀLENZ® PROMOTES KEVIN O'DONNELL**

Vālenz® Health announced the promotion of Kevin O'Donnell to Executive Vice President, Solution Strategy & Expansion.

O'Donnell leads the expansion and integration of Vālenz® Health platform solutions for brokers, providers and payers, leveraging more than a decade of expertise in operations, change management, payment integrity and claims quality. A member of the senior leadership team since joining Vālenz® Health in 2022, O'Donnell has an extensive background with healthcare-related organizations, providing advisory and strategy services, project management and implementation support.

"Kevin is a tremendous leader who consistently delivers on our brand promise: engage early and often for smarter, better, faster healthcare," said Nathan Nelson,



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**Carmie Johnson**  
Coding Auditor

Chief Revenue Officer. "He brings a self-motivated, entrepreneurial approach with an ability to quickly identify opportunities and develop recommendations to resolve issues and manage risks. In his new role, Kevin further leverages his vision and creative mindset to simplify healthcare."

#### BERKLEY A&H ANNOUNCES STARNET AS NEW CARRIER SOLUTION

Berkley Accident and Health, a Berkley Company, announced that StarNet Insurance Company, a subsidiary of W. R. Berkley Corporation, has been added as a carrier solution for its Employer Stop-Loss insurance business. StarNet joins Berkley Life and Health Insurance Company, expanding Berkley Accident and Health's ability to meet the demands of its distribution partners for both Stop-Loss and its rapidly growing Group Captive programs.

"The strategic addition of StarNet Insurance Company provides us with greater flexibility to meet the needs of our clients," said Brad Nieland, President and CEO, Berkley Accident and Health. "It enables us to stay at the forefront of an ever-changing marketplace and distribution landscape."

Berkley Accident and Health is a leader in protection for self-funded health plans, offering Stop-Loss insurance and Group Captive programs that enable small and midsize employers to

self-fund with greater scale and stability.

#### WELLRITHMS RECOGNIZED AS A RISING STAR IN THE HEALTH BENEFITS INDUSTRY

WellRithms, a leading payment integrity firm, has been named to BenefitsPRO Liminaries Class of 2024 in the Rising Star category, one of only two recipients. This recognition celebrates top professionals and organizations within the benefits industry that strive to transform and humanize the field and set a bright example within the business.

The 2024 honorees were selected by a panel of industry experts based on how well they stated and achieved goals with regard to the nomination category, how impactful their work has been, how dedicated the nominee has been to furthering modernization and humanization in the insurance business; and the nominee's commitment to the highest ethical standards, as well as dedication to service and excellence.

"Our 2024 honorees are leading examples of the progress our industry continues to make toward creating more equitable, affordable benefits and transparent, high-quality healthcare for millions of Americans," says BenefitsPRO Editor-in-Chief Paul Wilson. "BenefitsPRO is proud to once again shine a spotlight on thought leaders and innovators in our industry who are doing things the right way."

#### CHARM PRATT NAMED NEW COO FOR INTELLIVO

