



For Immediate Release

February 26, 2018

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HealthSmart Names Ron Wozny Vice President of Marketing

Wozny to drive sales and marketing initiatives across the company

(Irving, Texas) February 26, 2018 – HealthSmart, the largest independent administrator of health plans for self-funded employers in the U.S., announced that Ron Wozny has joined the Company as Vice President of Marketing. Wozny will manage all marketing activities, including branding, lead generation, product marketing and corporate communications, to grow HealthSmart’s market presence while building on HealthSmart’s record in customer satisfaction.

“Ron is a strategic hire for us as we look to his leadership to energize our marketing efforts to better engage the marketplace, our clients and our team,” said Phil Christianson, CEO for HealthSmart. “Last year we grew by 240,000 lives and fiscal 2018 looks to be continuing at that pace.”

Wozny will report to Thomas C. Mafale, Executive Vice President and Chief Sales Officer for HealthSmart. “While we have established ourselves as a leader in providing services for self-funded employers, we have many new, innovative TPA services that will be game changers in terms of improving care while achieving dramatic cost savings. We’re excited that Ron will help bring those services to the market, as well as a renewed focus on our client communication strategies to further help our customers drive better member outcomes while lowering costs,” said Mafale.

Wozny has more than 20 years of experience in corporate and product marketing, brand management, public relations, and communications with a variety of healthcare technology and services companies. He comes to HealthSmart from Healthx, where he served as Vice President of Marketing. In this role, he developed and executed strategies to increase market visibility and grow the business with effective lead generation and thought leadership programs. Prior to Healthx, Wozny was Head of Marketing for ZeOmega, a leader in population health management solutions, where he led the marketing team to assist in achieving double digit growth for four consecutive years.

Wozny holds a Master of Business Administration degree in marketing with honors from Regis University in Denver, and a Bachelor of Journalism degree from the University of Nebraska.

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About HealthSmart

For more than 40 years, HealthSmart has offered a wide array of customizable and scalable health plan solutions for self-funded employers. HealthSmart’s comprehensive service suite addresses individual health from all angles. This includes claims and benefits administration, provider networks, pharmacy benefit management services, business intelligence, on-site employer clinics, care management, a variety of health and wellness initiatives and web-based reporting. The Company’s headquarters is in Irving, Texas, with regional hubs throughout the country. HealthSmart’s mission is to improve member health and reduce healthcare costs.