

## Waltham, MA, June 25, 2013 Press release

## LifePlans, Inc. Announces Selection of New President and COO

Contact

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Munich American Reassurance Company 56 Perimeter Center East, N.E Atlanta, GA 30346-2290 USA www.marclife.com **Waltham, June 25, 2013** – LifePlans, Inc., a wholly-owned subsidiary of Munich American Reassurance Company, announced today the appointment of Gary Guiser as president and chief operating officer effective July 1, 2013. In this role, Guiser will provide strategic management for all products and services offered by LifePlans. By aligning all operating functions in support of LifePlans' vision and focus, Guiser will drive the continued success of the organization's insurance business and lead the transition toward broadening the organization's healthcare services expertise.

Guiser brings 26 years of business experience, and is an accomplished healthcare services executive, leading organizations to operational excellence and top end financial performance. Most recently, he operated his own consulting practice and served in an advisory capacity with LifePlans helping to formulate its market strategy and define its operational and technology direction. In addition, Guiser has extensive experience working with prominent non-profit advocacy groups helping to define product solutions and policy direction for underserved Medicare and Medicaid populations, including serving as a senior advisor for the National Council on Aging.

Prior to opening his consulting practice in 2012, Guiser served as both president and chief operating officer of LifeCare, Inc., a national provider of health, productivity, care management and member loyalty solutions for employers, insurance companies, healthcare organizations and the federal government. In his capacity there, he designed and delivered a variety of health-based assessment and provider network solutions through call center, web and face-to-face modes of delivery.

"We're delighted to welcome Gary as LifePlans' next President. In addition to his proven record as a business leader, he possesses a unique background and competency in developing and running health assessment and provider network delivery solutions as well as experience in the Medicare and Medicaid fields," says Mike DeKoning, CEO for Munich American Reassurance Company and board director for LifePlans.

Guiser received a Bachelor of Arts in politics and public policy from Bethany College in Bethany, West Virginia, where he graduated with honors.



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**LifePlans** provides underwriting, claims, risk management and research services to the healthcare and long term care industry. A comprehensive network of nurses throughout the United States and Canada serve more than 120,000 applicants, claimants and health plan members. Founded in 1987, LifePlans serves more than 75 insurers and health plans.

**Munich American Reassurance Company**, founded in 1959, is one of the largest reinsurers in the U.S. offering life and disability reinsurance to insurance companies throughout the United States. The company also writes group, credit and other reinsurance products. Headquartered in Atlanta, with an office in Chicago, Munich American is licensed, accredited or authorized in all fifty states; Washington, D.C.; Guam; and Puerto Rico.

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