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CHOICE Administrators Names
Steve Van Wart Vice President of Exchange Services

(ORANGE, CA – November 22, 2010) — *CHOICE* Administrators announced today the appointment of Steve Van Wart to the newly created position of vice president of exchange services. *CHOICE* Administrators is the nation’s leader in developing and administering [health insurance exchanges](#).

In his new function Van Wart will play a critical role in *CHOICE* Administrators bringing its expertise to states around the country in the wake of the [health reform mandate](#) that all states establish a health insurance exchange by January 1, 2014, or default to a federal “fallback” exchange. Exchanges are designed to promote choice and make [health insurance purchasing](#) more value based by allowing an individual or small business to compare the costs and benefits of various health plans and benefit options. With such information in hand, purchasers will be able to do a better job selecting a health plan that best fits their needs and budget. In addition, Americans will be able to access their tax credits and subsidies exclusively through their state exchange.

“Every state is being challenged with how to establish, market and administer an exchange; and given our 14-year track record of success, we have a unique expertise to offer,” said Ron Goldstein, president of *CHOICE* Administrators. “Steve will be a valuable member of our team in helping states look for a way to easily and confidently comply with the new law. We can offer states an unmatched and customizable turnkey exchange that minimizes administrative complexities, complies with all federally mandated regulations, and assures they will be up and running on time and on budget.”

Goldstein noted that *CaliforniaChoice*, his company’s small group exchange, currently administers coverage for 10,000 employers and that its individual and family coverage program

generated 2.5 million proposals in 2009. “We bring to the market proven, operational systems, which we believe are critical considering the fast-approaching deadlines facing the states.”

A 25-year veteran of the health insurance industry, Van Wart has worked for large and small insurance companies and brokerage houses. He spent the last five years focusing on the public sector, first with United HealthCare from 2005 until 2009 and most recently as an independent consultant. He holds a degree in economics from the University of Washington.

CHOICE Administrators[®] Exchanges is the nation’s leader in developing and administering health insurance exchanges. Currently serving more than 10,000 employers and more than 150,000 members, *CHOICE* Administrators is a member of The Word & Brown Companies, the nation’s leading developer and administrator of consumer choice exchange models. Among the products currently operated by *CHOICE* Administrators are the California*Choice*[®] small group (2-50 employees) and mid-market (51-199 employees) private exchanges and Quotit, one of the nation’s largest individual/family proposal and online enrollment systems that generated 2.5 million individual health quotes nationally in 2009. Further information may be obtained at www.choiceadmin.com.