



DIGITAL FACT SHEET

Overview

Digital Insurance is the nation's leading employee benefits agency specializing in insurance for small businesses and mid-sized companies. The firm's national footprint, technology, resources and benefits expertise help customers control costs and simplify the health care journey. Digital levels the playing field for employers and employees, delivering the same advantages experienced by large organizations. Respected for its industry leadership and responsive service by knowledgeable professionals, the privately owned company's innovative solutions empower customers to navigate the complexities of health care reform and guide individuals to become better health care consumers.

Who We Serve

- Represent more than 400,000 insureds nationwide
- Manage benefits programs for over 20,000 employers
- Partner with more than 225 agencies, brokers, financial services firms and banks
- Have relationships with several hundred insurance carriers

How We Work

- Direct sales to employers
- Direct sales to individuals and families
- Partnerships with insurance agencies and brokers, plus financial services firms to manage or acquire their small group business
- Acquisitions of insurance agencies and brokers
- Strategic alliances with associations, franchises, financial institutions, health care and service providers, as well as a growing list of new industry participants

Competitive Advantages Over Traditional Options for Small Businesses and Mid-Sized Companies

- Specialty focus on this market segment; often traditional brokers concentrate on larger, more profitable accounts
- Robust technology and resources that small agencies lack
- Licensed to operate in all states (essential for employers with multi-state locations)
- Proprietary products and services

Products

Digital Insurance offers comprehensive employee benefits plans including group and individual medical, dental, life, disability and long-term care insurance; as well as accidental death, voluntary benefits packages and whole life policies. In addition, the company recommends novel approaches to coverage, such as high deductible health plans, health savings accounts and other tax advantage options.



Additional Services Offered at No Cost

- Customer Advocate Center: a huge time-saver for employers and tremendous distinction from traditional brokers; employees can call for help with provider networks, policies, billing, claims reimbursement and more
- Benefits Resource Center
- Wellness Management Center
- Health Care Reform Resources
- Proactive Customer Support
- Creative Solutions
- Compliance Assistance

Distinctions

- Named to the Inc. 5000 list of the country's fastest-growing private firms every year since the honor's inception in 2007
- Represents the largest share of U.S. small group insurance business
- A plan to transform health care reform into an opportunity for small businesses by improving marketplace dynamics, while fostering superior outcomes and healthier lifestyles for consumers

Quick Facts

- 200 employees and growing
- Founded January 2000

Executive Team

- Adam Bruckman, President and CEO
- Mike Sullivan, Executive Vice President and Chief Marketing Officer
- Chuck Ristau, Chief Financial Officer

Board of Directors

- Steven J. Shulman: Senior Advisor, Warburg Pincus
- Tom Usilton: Senior Vice President, DaVita Inc.
- Eric S. Reimer: Chief Executive Officer, CareCentrix
- Adam Bruckman: President and CEO, Digital Insurance, Inc.

Headquarters

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