

FOR IMMEDIATE RELEASE

CUSTOM DESIGN BENEFITS CELEBRATES 30 YEARS AS AREA'S LARGEST INDEPENDENT THIRD-PARTY ADMINISTRATOR OF SELF-FUNDED HEALTH BENEFIT PLANS

Cincinnati, Ohio, October 1, 2021 - Custom Design Benefits (CDB), a leading third party administrator providing innovative cost containment solutions to employers with self-funded health plans, today marks a 30-year milestone serving the greater Ohio, Indiana and Kentucky markets.

Founded in 1991, CDB grew quickly as they developed a reputation for helping employers and their brokers navigate the costly and difficult process of providing health care benefits to their employees. That growth trajectory has continued, as CDB has added clients, services, and employees - so much so that they are evaluating options for relocating to a larger space that will allow for additional expansion.

Instead of shifting rising costs onto employees, companies of all sizes have relied on CDB to administer plans with lower deductibles and copays through unique self-funded benefit strategies.

“For 30 years, CDB has been pioneering a new direction through self-funding, strategic cost containment and benefit plans designed to meet the needs of today’s workforce,” said Julie Mueller, President & CEO of Custom Design Benefits. “Our vision is to continue to be an employer of choice while serving our clients, brokers and community for years to come.”

CDB delivers exceptional customer service and cost-effective solutions to brokers and their clients by offering tailored services including, medical plan administration, compliance administration, family and medical leave act (FMLA) management, population health, pharmacy risk management, and the nationally recognized reference-based pricing plan TrueCost. Other popular benefits administered through CDB include dental, vision, COBRA, flexible spending accounts, health reimbursement agreements and health spending accounts.

Among their many accolades, CDB received the *Ohio Business Magazine's* “Best in Ohio Business” award in the Employee Benefits Company category in 2020 and 2021, the *Cincinnati Enquirer's* “Top Workplace in Cincinnati” award, and was named a TOP 10 Benefits Administration and Consulting Service Company by Manage HR. As a proud Women’s Business Enterprise National Council Member, CDB is dedicated to working in diverse markets and furthering economic growth.

To learn more about Custom Design Benefits, call 800-598-2929 or visit www.CustomDesignBenefits.com.

About Custom Design Benefits

Custom Design Benefits (CDB), founded in 1991, is the Tri-State’s largest independent Third Party Administrator of self-funded health benefit plans and consumer-driven services. CDB is recognized as a national leader in the development and implementation of reference-based-pricing plans and other custom healthcare strategies and services including FMLA, COBRA, Flexible Spending Accounts and Health Reimbursement Arrangements.

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