

FOR IMMEDIATE RELEASE

HealthSavings Administrators Bolsters Sales Leadership Team as Investor-Focused HSA Gains Critical Mindshare

Seasoned executive Jim Maxwell joins as vice president, channel partner sales; Certified proposal manager Rita Pulliam spearheads strategic RFP operations

Richmond, VA – May 10, 2019 – [HealthSavings Administrators](#), a top health savings account (HSA) provider, today announced the appointment of industry leader Jim Maxwell to vice president, channel partner sales. Working with the sales leadership team, Jim will help drive the company's continued dominance as "The Investor-focused HSA" and deliver on mounting demand for HealthSavings' distinctive offering. The company also welcomes seasoned proposal project manager Rita Pulliam, CF AFMP, as vice president, proposal operations. With more than three decades of collective industry experience, the addition of these two team members underscores the company's continued commitment to building a savvy, strategic and experienced leadership team for the benefit of accountholders, partners and employees alike.

A self-proclaimed "Promoter of all things HSA," Jim has dedicated his career to evangelizing the indisputable value of HSAs, most recently as a senior account executive at Further. In this role, Jim was keenly focused on developing an education strategy to support the successful implementation of new consumer-directed health plan (CDHP) accounts and specialized in training and supporting brokers to promote effective medical banking strategies. Previously, Jim served in a variety of roles at American Chartered Bank through its acquisition by SelectAccount. In his new role, Jim will develop partnerships with brokers, consultants, advisors and other distribution channels to deliver top in class HSA solutions for their clients. He will also leverage his experience in managing High Deductible Health Plan (HDHP) relationships to provide strategic counsel designed to support continued growth of HealthSavings' premier investor-focused HSA

Craig Keohan, Chief Revenue Officer, HealthSavings Administrators notes, "We welcome Jim to our ever-growing dynamic sales team. Jim is a proven leader and I am personally privileged to work with him again. I look forward to his continued success and leadership at HealthSavings as we work hard to advocate for the value of investment-focused HSAs as critical to a strategic retirement plan."

Rita Pulliam has spent 15 years in the consumer-driven health plan industry, successfully honing her implementation and project management skills to craft winning proposals for clients including FedEx, Securian, Allina Health, Blue Cross Blue Shield of New Jersey and Los Angeles County School District, among others. Certified through the Association of Proposal Management Professionals (APMP), Rita is recognized for her competency and extensive understanding of bid proposal management. Most recently, Rita implemented an RFP library of more than 800 proposal responses and developed and implemented proposal management processes and training for sales and account management teams. In her new role, Rita will be responsible for business development including opportunity assessment (identification and qualification), planning and positioning, process improvement and training.

"I am thrilled to welcome Rita to our team. The breadth and depth of her knowledge within the HSA industry coupled with her skillful approach to proposal writing, makes her an ideal addition to our team. She will be instrumental in meeting the high volume of new requests for sales proposals we receive as

the value of our unique and powerful HSA continues to gain momentum among a savvy investor audience,” added Keohan.

To learn more about HealthSavings’ investor-focused HSA please visit: www.healthsavings.com.

About HealthSavings Administrators

HealthSavings empowers consumer-driven health plan participants to invest all their health benefit dollars in institutional-class funds so they can grow their savings tax-free and meet their financial goals for a happy, healthy future. By choosing from a carefully curated selection of funds with lower expense ratios and no trading fees, HealthSavings accountholders have historically saved five times more than the industry average. Visit HealthSavings.com to learn more.

Media contact:

Erica Camilo

Connexa Communications for HealthSavings Administrators

Erica@connexacommunications.com

603.260.6345