Michael Showalter Named New CEO of Health Reform Compliance and Reporting Company Health e(fx)

Minnetonka, Minn., **April 3, 2019 –** Health e(fx), the largest Affordable Care Act (ACA) compliance and reporting solution in the country, today named Michael Showalter as its new chief executive officer.

Formerly serving as Health e(fx) executive vice president, Showalter has extensive healthcare executive leadership experience, from supporting development of the nation's first Consumer Driven Health Care (CDHC) plans as vice president of Definity Health, to participating in the strategic service-focused transition of Cigna, to experiencing the doubling of Prime Therapeutics membership over a four-year period. In addition, Crain's named Showalter one of the Top 25 Chief Marketing Officers for all U.S. companies.

Showalter is named CEO, while former CEO and company co-founder, Andy Brown, will become chairman of the board. The transition will occur over the next several weeks.

"Health e(fx) has experienced very significant business growth and financial success since our founding in 2010," Brown stated. "We have transitioned from a successful start-up phase to become industry-leading in our market, serving many of the nation's largest employers. As such, we've come to a natural point in our growth that requires a separation between Board of Directors and shareholder responsibilities from the day to day leadership and execution of operations. After a six-month formal selection process, the Board determined Michael's passion for creating value for our customers, combined with his demonstrated executive leadership expertise, positions him as the best choice to lead Health e(fx) confidently as we drive new innovation and value for our customers and markets."

"I'm grateful to expand my role in helping employers navigate through the complexities of healthcare reform and compliance," Showalter said. "My commitment to our customers, team, and our future is unwavering, with focus on delivering both alignment and ever greater value to our customers as they provide the health coverage their employees need and deserve."

With headquarters in Minnetonka, Minn., Health e(fx) empowers employers to effectively comply with healthcare laws, manage benefits eligibility, meet ACA reporting requirements and plan for the future. Among Health e(fx) clients are 27 Fortune 100 and 75 Fortune 500 corporations. For more information, visit www.healthefx.us.

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