

BILL GERACI & MAGIC HEALTH INSURANCE SOLUTIONS HONORED WITH 2017 INNOVATION AWARD

Employee Benefits Expert Celebrated for His Contributions to Innovative Benefits Plan Design

NASHVILLE, TN (February 10, 2017) – Bill Geraci, founder and president of Columbus-based MAGIC Health Insurance Solutions, received the 2017 Innovation Award at ASCEND, the annual conference of The Association for Insurance Leadership (AIL), held in Nashville, TN, January 26-29. The award recognizes those whose work in support of improving the value and performance of employee benefits has significantly advanced the industry.

“Through his ground-breaking ideas and strategies, Bill and his company, MAGIC Health Insurance Solutions, have driven the development of a highly innovative health plan design in conjunction with an area healthcare provider,” says Nelson L. Griswold, President of Bottom Line Solutions, Inc., and Chair of the Association for Insurance Leadership. “In an employee benefits industry that largely remains wedded to outdated status quo thinking, Bill’s outside-the-box thinking and enthusiastic embrace of innovative strategies are not only desperately needed but highly refreshing.”



Bill Geraci

A nationally recognized authority on alternative funding strategies for employee benefits, Bill has a long history of showing employers how to become more proactive in addressing their increasing health care costs. His alternative strategies yield impactful results – more profit, more control over costs, better benefits, and less hassle – for both employers and employees.

Leveraging wellness initiatives and claims management, he and MAGIC give employers greater control over the cost & quality of one of their largest budget items.

Bill's health insurance experience dates back to the early 1980s. After 16 years with the insurer Aetna in management and leadership, Bill shifted from the carrier side to a brokerage & advisory role. For the past 15 years, Bill has worked with employers to design cost-effective benefits plans that support the firm's goals while providing maximum protection to the employees. Purchasing MAGIC in 2007 to focus exclusively on alternative funding strategies, over the past two years Bill increasingly has focused on innovative cost-containment and sophisticated claims-management strategies.

"With the dramatic pace of change occurring in today's employee benefits industry, Bill's insights and innovative strategies around alternative health plan design have never been more relevant or more valuable," says AIL's Griswold. "His creativity inspires all of us and we are thrilled to be able to recognize him with this distinguished award honoring his contributions to innovation in our industry."

As the recipient of the Innovation Award, Bill Geraci joins previous winners including Craig Lack of ENERGI, Greg Carlton of Peel & Holland, and Gary Becker of ScriptSourcing.

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For additional information, photos, or to schedule an interview with either Bill Geraci or Nelson Griswold, contact the Association for Insurance Leadership at (615)-369-0618 or email info@insurancebottomline.com.

About AIL—The Association for Insurance Leadership

AIL is the only industry-specific association devoted exclusively to helping agency executives in the employee benefits industry grow their businesses. More than 40 employee benefits firms comprise the membership of AIL, serving more than 3,700 employer clients across every industry sector. AIL members come together to learn key business insights, collaborate to share their collective wisdom & best practices, expand their resources, and enhance their results.