

Security Health Plan: Names new south central region market development manager

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Security Health Plan names new south central region market development manager

MARSHFIELD – Security Health Plan of Wisconsin, Inc., has named Paul Perkins as the new South Central Region Market Development Manager. The south central region includes communities in Columbia, Dodge and Jefferson counties.

Perkins will serve as a key sales representative for Security Health Plan health insurance benefits and Marshfield Clinic Health System’s business health solutions services within south central Wisconsin, and will lead the south central region market development team. Important to this new role will be developing effective working relationships with employers, community leaders, distribution channels and Marshfield Clinic Health System leaders.

Paul has worked in employee benefits sales for more than 20 years. He has led

sales teams at Employers Health/Humana, Cuna Mutual Group and was the sales manager for Group Health Cooperative of South Central WI (GHC) for 13 years. During his time at GHC, Paul worked closely with insurance agents to increase market awareness of the organization, which resulted in membership growth of over 50%.

“Paul brings a great wealth of knowledge, leadership and experience to our team, and is ready to be a helpful resource to our employer and broker partners,” Director of Sales Kara Johnson said. “Building relationships within the communities we serve is a large part of our philosophy and mission, and Paul’s strengths will contribute well to meeting those goals.”

Perkins joins Jennifer Cordy, Market Development Manager for the North Central region, which includes Wausau/Weston, Minocqua, Rhinelander, Mosinee, and Medford; and Jenny Olbrantz, Market Development Manager for the Central Region, which includes Neillsville, Marshfield, Stevens Point, Plover, Wisconsin Rapids, Colby and Abbotsford.

For more information about employer group insurance coverage from Security Health Plan, please visit the website at www.securityhealth.org or contact the market development team at 1-800-622-7790.