



Glenn Hibler, CEO
Medical Home Exchange

In 2010, Glenn Hibler, a 20-year veteran in the industry, was on a mission to reverse trend in health care costs but was perplexed by the following:



62%

62.4% of adults say their most trusted health advisor is their physician with the least trusted being the insurance company and employer. Yet insurance companies through employers have the loudest voice in employee health care.



10%

Less than 10% of the population say they have a primary care physician. Who are they trusting and where are they getting their medical advice?



90%

Physicians affect 90% of all health care cost decision but often have no idea what things cost or even what happens when a patient leaves their office.



10%

The majority of all health care costs are driven by 10% of the population but everyone must pay the same.



70%

70% of all disease and associated costs are lifestyle related.



20%

Employers typically see less than 20% participation in health and risk management programs.

He knew there were many companies all individually trying to serve the industry, but also knew key elements were missing. He knew that connecting all areas would drive better health and reduce costs. And, he knew that incentivizing the physicians and giving them the information they need to take the lead in better health and guiding costs would be critical. His mantra became – “When physicians lead, costs recede!”

Career Highlights:

- 20 Years in the insurance and benefit design industry
- Founder of BAI Associates/Weston Insurance General Agency with \$300mm in premium and 1,000 brokers
- Raised \$60mm in venture capital to create Benefit Port and did the first national roll up of 7 medical general agencies with a combined \$600mm+ premium and 123 carrier contracts with 3,000 brokers. Sold business in 2003.
- Founded Insurance Exchange and Employee Choice Benefits which creates products for MetLife and American General
- Recently created Cennairus Exchange, the first voluntary benefits insurance exchange that allows for 100% connectivity and enrollment from payroll vendor into employees for the purpose of payroll deducted voluntary products online.
- Key partnerships between leading health providers including, AIG, MetLife PPO Dental, Aetna, and US HealthCare
- Serves on the Board for Orbit Development Group
- BA from the University of Rhode Island