

Source: Maxwell Health

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For Immediate Release

**Maxwell Health VP of Strategic Partnerships Bob Gaydos to speak at the
Consumer-Driven Healthcare and The Private Marketplace Conference**

CAMBRIDGE, MA - January 21, 2014 - Gaydos will be speaking along with Peter Casa, VP and Head of Sales Enablement and Strategy at HUB International. HUB's partnership with Maxwell provides them a distinct competitive advantage by enabling their clients to access to Maxwell's mobile benefits and HR services. The event, which is being hosted by Healthcare Education Associates and the Risk Adjustment Initiative & Society for Education, looks to examine the challenges employers are facing due to the Affordable Care Act. Gaydos will be speaking about the changing landscape for group benefits, and changes brokers and consultants will need to make to remain competitive going forward.

Gaydos will be discussing the importance of technology in the benefits space and how brokers need to be active post-sale and post-enrollment. He and Casa aim to demonstrate how partnering with Maxwell creates a unique relationship between Hub's producers and employer clients, as well as provides a delightful experience for employees. They will also discuss how important it is to simplify health care after employees have been enrolled to help cut costs and improve employee health.

Casa, a Six Sigma Certified Black Belt, has been a key leader in the industry including time at Zurich Financial Services, CNA Insurance, and AIG. Prior to Maxwell, Gaydos founded The Benefit Group of New England in 1990 (acquired by Digital Insurance), Choice Plus of New

England in 1993 (acquired by Medical Claims Service), and Choice Strategies in 2001 (acquired by WageWorks). Since becoming a part of Maxwell's team in late 2013, Gaydos has brought a wealth of knowledge and experience in the industry that has helped Maxwell continue its steady growth. With his help, Maxwell looks to grow their relationships with carriers as well as create strategic partnerships in the industry.

Maxwell not only streamlines benefits enrollment for brokers and employers, but also helps manage HR and payroll. By working through benefits advisors who license the technology for use with their employer clients, Maxwell's benefits management software and built-in wellness program ensures that employees feel their best both physically and mentally.

About Maxwell Health: Based in New York, NY, and Cambridge, MA, Maxwell Health (maxwellhealth.com) is an innovative human resources platform that manages benefits and promotes employee health. The company combines a SaaS platform and a concierge service to simplify benefits, reduce insurance costs and improve employee health.

About Hub International Limited:

Headquartered in Chicago, IL, Hub International Limited is a leading global insurance brokerage that provides property and casualty, life and health, employee benefits, investment and risk management products and services through offices located in the United States, Canada, Puerto Rico and Brazil.

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