

## For Immediate Release

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## Medicare Marketing Veteran Joins Gorman Health Group

Gorman Health Group (GHG) is proud to announce that **Lindsay Resnick** has joined GHG's executive leadership as Chief Marketing Officer. In this role, Lindsay will work directly with GHG clients on product strategy and marketing to help them lower acquisition costs and improve sales and member retention.

"I am thrilled to welcome Lindsay to the GHG team," said John Gorman, Chief Executive Officer.

"Lindsay is a legend in this industry and he joins us at the doorstep of tremendous change. We expect great volatility in Medicare this year, as increased beneficiary cost-sharing drives seniors back into the market. That volatility is just going to intensify as the boomers age in. With our industry at the center of health reform, there is no shortage to the opportunities available to health plans if they know how to capitalize on them. Lindsay knows how to make sure a plan capitalizes."

Mr. Resnick's first initiative is the development of Axios Group, a Gorman Health Group owned and operated senior market sales organization comprised of highly trained and credentialed field agents selling a select portfolio of health plans.

Said Resnick, "Like many, I have admired the work of GHG over the years. They are the most progressive and sophisticated professional services firm in the industry. My experience in health plan strategy and marketing is a great fit with the revenue, operations and compliance experts in this organization. It's truly exciting to know that every person at GHG brings a combination of technical expertise and practical insight that helps clients grow and retain membership, while reducing financial and compliance exposure."

Mr. Resnick has more than 25 years of experience in the health care industry. Prior to joining GHG, he was Chief Marketing Officer of Finelight, a national marketing and communications firm specializing in health care, insurance and financial services. Previous executive leadership positions include Chief Marketing Officer of HealthMarket, one of the country's first consumer directed health plans and management positions at Blue Cross Blue Shield Association.

Lindsay is a frequent speaker on industry trends and business strategy. He will continue his well-known blog "Resnick Unplugged" at [www.lindsayresnick.com](http://www.lindsayresnick.com).

Gorman Health Group is the leading professional service firm in Medicare managed care. Learn more at [www.gormanhealthgroup.com](http://www.gormanhealthgroup.com).