



Print News Release

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CEOs from Top Third Party Administrators Share Success for Navigating Health Care Reform

Minneapolis — Executives from three major Third Party Administrators (TPAs) from the health care industry will share how they use their leadership skills to keep their companies focused, productive and growing during health care reform and the ongoing economic challenges.

LaRea Albert, COO of HealthFirst TPA; Kevin Larson, president of Employee Benefit Management Services (EBMS) and Dave Reynolds, CEO of Capitol Administrators will share their unique approaches to success. Andrew Rowe, AllMed, will moderate the panel.

As Chief Operations Officer for HealthFirst TPA, Albert is responsible for operations in the Tyler, Houston and Austin, Texas offices. Albert has been with HealthFirst TPA since 1982.

Larson began his career with EBMS in 1993 as an accounting assistant. In 1994 he transitioned to EBMS' Marketing/Account Management Department, eventually holding the position of Senior Account Manager. In 2003, Larson became the Director of Operations and in 2005 he began managing EBMS' Account Management Department.

Reynolds has been president/CEO of Capitol Administrators since 1999. Formerly with United HealthCare, he held the position of Vice President of Sales and Marketing for the Western Region where his organization consistently lead the country in sales production and customer retention.

Rowe has 30 years of progressive experience in leading growth-oriented businesses in the health care, technology and industrial sectors. He is an accomplished builder of high performance teams, providing products and services to Fortune 500/Global 2000 companies.

The 2011 Executive Forum is February 22 – 24 2011 at Encore at Wynn Las Vegas. Conference registration and hotel reservations are available now. Visit www.hcaa.org for more information on Executive Forum and registration.



The Health Care Administrators Association is a nonprofit trade association comprised of third party administrators (TPAs), insurance carriers, managing general underwriters, audit firms, physician hospital organizations, brokers/agents, human resource managers and health care consultants. For more information visit www.hcaa.org.

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