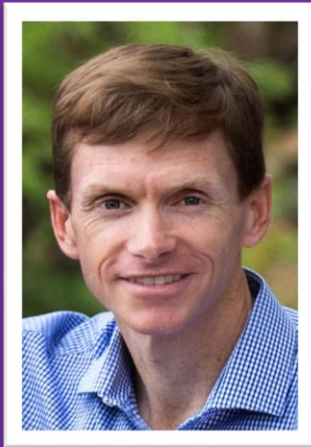


## Health Insurance Completely Reinvented



**Ryan Murry**  
Director Compensation and  
Benefits  
Essilor of America



**Mike Kohl**  
National Director Business  
Development  
Holmes Murphy

## Case Study Summary

Health Insurance, Completely Reinvented: Imagine a world where our health insurance system didn't exist and we had an opportunity to build it from the ground up. What would we do? Build everything exactly as we have today? Or create something better? Join us at HBCCH and learn how we've completely reinvented health insurance. Get an inside look at a health plan model that optimizes employers' existing health plans to put the consumer first – aligning simplicity, cost, and quality in favor of employers and their employees. Health insurance will never be the same.

Ryan Murry, SPHR, SHRM-SCP - Director, Compensation & Benefits at Essilor is going to walk through their decision-making process from start to finish, including: what problem they were attempting to solve; challenges with leadership; launching SimplePay Health as a pilot; and recent feedback.