

# **Biography**

## **Reid Rasmussen**

After 22 years working in the health insurance industry, Reid Rasmussen launched "Benefit Brainstorm" to be the authority on Consumer Directed Ancillary Plans to the insurance industry. His company helps brokers and insurance carriers maximize new streams of income, reduce loss ratios and reduce out of pocket expenses by innovating custom TeleHealth and discount solutions.

An award-winning national speaker, Reid is sought after to explain such topics as Health Care Reform, Socialized Medicine, Emerging Insurance Markets, and the future of the healthcare industry.

Reid was born and raised in the Canadian Rockies, and received a degree in Health Administration from the University of Victoria. After short stints working for the Canadian government and a British Columbia hospital, he moved to Washington State in 1991.

Since then, he has worked in both group & individual sales and management for two Washington state insurance companies (Group Health Cooperative and Regence BlueShield) and two General Agencies (BenefitPort Northwest and BenefitMall).

Reid lives in Dallas with his wife, and is now proud to be an American citizen.