



Group Benefit Services

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PRESS RELEASE

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FOR IMMEDIATE RELEASE
11 a.m. CDT, August 23, 2017

GBS Appoints Michael “Mike” Calhoon as New Regional Marketing Director

Springfield, MO — Group Benefit Services, Inc. (GBS) has appointed Michael “Mike” Calhoon as its newest Regional Marketing Director (RMD) to accommodate the increased demand for GBS programs. Mike Calhoon joins GBS with nearly 33 years of experience in the employee benefits industry, having worked primarily with The Guardian Life Insurance Company (“Guardian”).

“We are excited to add a professional with Mr. Calhoon’s extensive background to meet the increasing demands throughout the Missouri market,” said James M. Deren, President and CEO of GBS.

Creating Profitable Growth

Eventually working his way up to Director of Marketing and Sales, Calhoon’s responsibilities with Guardian included recruiting, personnel management, training, coaching, and overseeing the daily operations of the St. Louis Regional Group Office. He also implemented strategies for profitable growth through the sale of a variety of employee benefit products offered through Guardian.

Working with GBS

As an RMD, Calhoon’s primary responsibility will be to assist insurance professionals and their clients with every aspect of marketing. He will also help them implement self-funded health plans, from the sales process to employee enrollment meetings to client renewals.

“We are confident that this addition will assist GBS in helping our producers and clients reach their specific goals while maintaining the highest level of customer service,” said Deren.

Calhoon will also serve as a point of contact for client concerns. As such, he will develop and maintain strong client relationships while ensuring high client satisfaction and positive member experience.

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About Group Benefit Services, Inc.

[Group Benefit Services, Inc. \(GBS\)](http://www.gbs-tpa.com) is an insurance claim technology organization headquartered in Springfield, Missouri that has been creating and administering self-funded health plans for 25 years. A high level of flexibility and proven expertise gives GBS the ability to accommodate a diverse client base. GBS does this by developing innovative solutions, offering market-competitive pricing, and providing high-quality service that helps every client achieve their individual objectives. These objectives most often include lower healthcare costs, optimal health outcomes, and positive member experience. For more information about GBS, visit www.gbs-tpa.com.