SUCCESSFUL WOMEN IN BUSINESS

Nanette Poserina **Health Insurance Solutions, Inc.**

My story starts in 1980, when I decided migrate into the suburbs, being closer to to pursue a career in the insurance industry

after a short period in the Real Estate market. My first job was with a TPA who specialized in self-funded groups. After mastering the self-insured market, I was offered a position in 1992 with IBC of Philadelphia in executive sales. That same year, IBC launched their Personal Choice PPO product. I was on the cutting edge of delivering small and large employers a

product new to their thought process, focusing on brokers and consultants to deliver the message. As the next five years progressed, the toll of commuting and starting a family shifted my ambition to home and family. I settled into a P&C

agency for another five years, and formulated plans to open my own insurance

I was approached to consult on a large account in Scranton, PA where my underwriting and marketing skills delivered savings of \$5.7 million. One of the concepts was to carve-out the prescription drug benefit, which delivered tremendous savings. Focusing on the

Rx-savings concept, I started to gain traction with both large and small accounts.

My office grew from two employees to more than 15 employees - located in Skippack, PA. My team services and



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