

FOR IMMEDIATE RELEASE

J.P. Farley Introduces Michelle Bounce, COO, as New Co-Owner

Westlake, OH – November 12, 2020

J.P. Farley is thrilled to announce that Michelle Bounce, Chief Operating Officer, and 14-year J.P. Farley employee, is joining Jim Farley, President, as co-owner. Farley will continue to focus on identifying industry developments and integrating them into J.P. Farley's overall strategy for delivering continuously improving plan sponsor results while Bounce will focus on leadership in developing and growing J.P. Farley's business. Together, Farley and Bounce will focus their efforts on continuing to build an organization that exists to humanize every experience, serve clients above all else, and do the right thing every time with empathy and integrity.

"This journey is a personal one for me," says Bounce. "The entire healthcare ecosystem seems to be built around treating people as if they are nothing more than a transaction, but it is my mission to humanize the process. I never forget that the bills, procedures, dates of services, diagnoses, etc., belong to unique human beings with unique needs and concerns. Together with Jim, we have the opportunity to finally inject compassion and support into the administrative side of health care."

Bounce began her career at J.P. Farley in 2007 as a Claims Examiner and was promoted to Vendor Relations Coordinator in 2010 and then to Director of Operations in 2012. In 2014 she was appointed as Chief Operating Officer.

"Michelle has been with us for 14 years," said Farley. "She started at the bottom and within 5 years performed every operational and support function in the business. In 2012 she took over a flailing operating system conversion project, got it on track, and successfully integrated every process into the system avoiding the classic misstep of dumbing-down a well-designed, high functioning system into a mediocre process. She continues that level of leadership every day."

To learn more about J.P. Farley, visit jpfarley.com.

About J.P. Farley

J.P. Farley Corporation is dedicated to humanizing the health plan experience with cutting-edge technology, financial clarity, and personal support. J.P. Farley works with organizations interested in stewarding their benefit plans by providing third-party administrative services. Our customers are interested in the continuous strategic management of their plans with an arrangement that allows maximum flexibility. Our goal is to maximize the business opportunity presented to employers by the need to furnish health care benefits. The company was founded in 1979 to deliver added value to employee benefit Plans that are self-funded for medical, prescription, dental, vision, short-term and long-term disability benefits. Flexible Spending Accounts (FSA), Health Reimbursement Accounts (HRA), and Health Savings Accounts (HSA) administration are part of the portfolio of service offerings.