



## FOR IMMEDIATE RELEASE

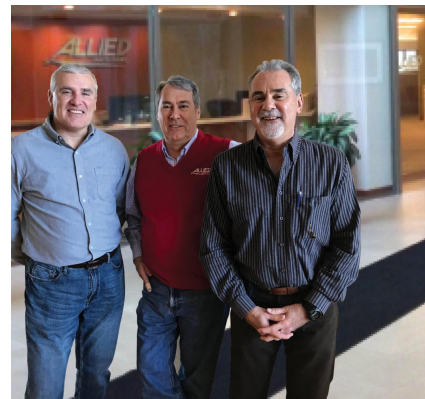
### 50 Years of Innovation in Small Group Health Benefits

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Allied National's partners have worked hard to stay ahead of the curve in the ever-changing group health benefits industry

**Overland Park, Kan., Jan. 30, 2020** - Allied National is proud to be celebrating its golden anniversary this year. With 50 years' experience in the small group health benefit industry, Allied has been in the forefront of innovation – working hard to meet the needs of small employers.

Based in the Overland Park suburbs of the Kansas City area, Allied provides level-funded group health plans; group ancillary benefits; and individual short-term & limited medical plans.



“Our Funding Advantage plan is considered by many in the industry as the best small group level-funding product available,” explained **Chief Executive Officer Bill Ashley**. “We think its unique plan options and our personal service make it stand out in the marketplace.”

Bill explained that Allied introduced Funding Advantage when it became apparent that the Affordable Care Act would make health benefits unaffordable for many small employers. Level-funded plans, like Funding Advantage, give employers the opportunity to save significant dollars on their benefits and help take control of those costs.

Allied has introduced many unique ideas in the small employer market including Reference-Based Pricing as an alternative to PPO networks, and the use of Direct Primary Care physician plans to improve health care outcomes.

#### History

Allied started as a brokerage in 1951 and soon expanded into life, accident and health insurance – specializing in sub-standard risk. With the development of its Multiple Employer Trust in 1970, Allied entered the third-party administrator business serving small employers across the country.

Allied National **Executive Vice President Gary Ashley** said he remembers his dad, Willis “Bill” Ashley, who founded the company with his wife, Ernestine “Ernie” Ashley, sitting in a chair with a thesaurus in his lap looking for good names for the new company.

In 1993, Allied incorporated and today remains privately held and run by the Ashley brothers – Bill, Gary and David Ashley.

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**PHOTO CUTLINE (Contact [kisaacson@alliednational.com](mailto:kisaacson@alliednational.com) for a jpg):**

Gary, Bill and David Ashley have stayed ahead of the curve in the small group health benefits

market by introducing innovative products and benefits.

## About Allied National

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A family-owned and run small business, Allied National was started in 1970 and is one of the nation's oldest and most experienced third-party administrators. Allied's long history in small group and individual benefits has made it one of the leading experts in the health benefits field.

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