



Overland Park, Kan. – Lisa Hodson is the new Chief Executive Officer of Allied National, a third-party administrator of self-funded group health benefits and individual plans.

Hodson assumed responsibilities on Jan. 2 and succeeds Bill Ashley who will serve in a newly designed role as Executive Vice President focusing on business development. Ashley, who is the son of the founders, has run the 52-year-old company with his brothers David and Gary since 1990. He will leverage his deep expertise and broad industry contacts to assist Allied in finding and implementing opportunities to grow Allied's business. Hodson will take over day-to-day running of the business and supporting key clients and strategic relationships.

"Lisa was hired five years ago with the intent to be my replacement in the role of CEO," Ashley said. "I am very thankful to see this come to fruition. I'm excited for Lisa and for the future of Allied under her leadership."

Joining Allied in 2017, Hodson was promoted to Chief Strategy and Development Officer in 2020; and to Executive Vice President overseeing marketing and sales in 2022. During her time at Allied she has coordinated the development and sales of new products, in addition to providing oversight of the company's current products and supporting carrier and reinsurer relationships.

Hodson previously worked as Chief Strategy Officer for GEHA, the second-largest national health plan serving federal employees, federal retirees and their families. She was responsible for enterprise strategy, medical and dental product management, new business development, and client relationship management. Prior to this position, she served as Vice President of Global Project Services and as Director of the Project Management Office at GEHA.

"Allied will continue to focus on the small group market," Hodson said. "Our passion is protecting your employees and your premium dollars as if they were our own. Our level-funded products for small employers offer a powerful combination of service and low costs, including:

- Concierge service for employees, helping them navigate the complexity of health care; and
- Financial advantage for employers through affordable, predictable premiums and refunds of 100% of unused employer claim funds each plan year.

We also administer a variety of individual products that close coverage gaps and provide affordable benefit options to our insureds.

Hodson holds a Master of Public Administration from George Washington University and graduated Summa Cum Laude with a Bachelor of Arts in Business Economics and a Bachelor of Science in International Business from St. Cloud University. She's a member of the Board of Directors of Hillcrest Transitional Housing, a faith-based non-profit transitional housing program.

*Allied National is one of the nation's oldest and most experienced third-party administrators (TPA). Founded in 1970 by Willis "Bill" Ashley, the company offers unique and affordable health benefit plans to small business employers and individuals. In 2020, Allied was purchased by the 90 Degree Benefits Company, a subsidiary of Blue Cross Blue Shield of Alabama.*