

AMPS Expands Self-Funded Market Team to Support Increased Demand and Advance Strategic Growth Plans



Georgia, Atlanta, May 18, 2021 ([Issuewire.com](https://www.issuewire.com)) - [**Advanced Medical Pricing Solutions \(AMPS\)**](#), a pioneer in healthcare cost containment, today announced its expansion of the self-funded market sales team to meet the growing needs of its clients across the U.S. This growth plan includes expanding to eight regions across the country and doubling its large employer team.

Leading this effort is [**Reynaldo Balcazar**](#), senior vice president of self-funded markets and client

services, who recently joined AMPS. Balcazar is responsible for managing and leading a team of regional sales executives, overseeing the client services team, and managing the sales support unit. He is tasked with growing customer accounts and partner relationships to drive top-line revenue.

“Rey is an outstanding addition to the AMPS team, as he brings experience and sales management skills that will strengthen our team and empower our business development executives to excel,” said [Lawrence Thompson](#), chief strategy and revenue officer of AMPS. “He has a deep understanding of the self-funded market and knows how to build and enhance a sales force, which will be critical to growing this business segment.”

Balcazar brings more than 30 years of sales and leadership experience in the overall employee benefits industry with companies of various sizes. Most recently he was the health and benefits practice leader at Mercer where he was responsible for revenue growth and profitability via new client sales and existing client expansion. Balcazar has also held sales positions at Principal Financial Group, International Medical Group, and Encore Health Network.

“Healthcare cost management is a top priority with employers as healthcare costs continue to rise each year,” said [Kirk Fallbacher](#), AMPS president and CEO. “By expanding our sales efforts and adding industry veterans to our team, AMPS is able to enhance its ability to serve the self-funded market and provide innovative healthcare cost containment solutions. We have the right solutions, a team of experts in place, and the flexibility to provide excellent customer service.”

About Advanced Medical Pricing Solutions (AMPS)

Advanced Medical Pricing Solutions (AMPS) provides market-leading healthcare cost containment solutions serving self-funded employers, brokers, TPAs, and reinsurers. AMPS mission is to help clients attain their goals of reducing medical and pharmacy costs while keeping members satisfied with quality healthcare benefits. AMPS leverages its 15+ years of experience and data in auditing and pricing medical claims to deliver "fair for all" pricing. AMPS offers detailed analytics and transparency to provide clients with insights based on plan performance. Learn more at www.amps.com.

Media Contact

AMPS

kneumeier@advancedpricing.com

(678) 608-2787

35 Technology Parkway Suite 100

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