

# Eugene A. Starks

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Eugene Starks is a Partner with Benefit Administration Services, Ltd. (BAS), a full service employee benefits TPA, consulting, and brokerage company. Eugene merged his independent employee benefits brokerage and consulting company, Starks & Company, Inc., with BAS in 2007. In 2014 Eugene and other partners launched the Acuity Group, an agency that focuses on integrating benefit administration technologies across the entire employee benefit spectrum.

Prior to owning and operating Starks & Company, Eugene worked with Advantage Health Plan; a New Orleans, LA based managed healthcare organization. At Advantage Health Plan (AHP) Eugene served as Director of Client Services where he was responsible for service and support for all AHP clients. Eugene also served as Chairman of the AHP Operations Team, an interdisciplinary team responsible for integrating services across the organization to assure an optimal customer experience.

Eugene is currently the Immediate Past National Chairman of HUPAC (Health Underwriters Political Action Committee). HUPAC is the nonpartisan Political Action Committee of the National Association of Health Underwriters (NAHU). Eugene served as President of the Mississippi Association of Health Underwriters (MAHU), the State Chapter of NAHU, in 2011-2012, and as President of Jackson Association of Health Underwriters (JAHU) in 2010-2011. Eugene also serves as the Chairman of the MASI (Mississippi Association of Self Insured) CSIHP, a training and certification program for Self-Funded Health Plan administrators and brokers.

Over the years Eugene has consulted with many private and community service organizations on strategic planning and communications. He has also spoken extensively around the Southeast on self-funded health plan strategies for small and mid-size businesses. Since the passage of the Patient Protection and Affordable Care Act (PPACA) in 2010, Eugene has become a student of the PPACA, speaking frequently on the subject.

Eugene attained his BS Degree in Political Science from the University of Southern Mississippi, and is a graduate of the United States Chamber of Commerce Institute of Organization Management. As a member of Pinelake Church Eugene has served as an adult Sunday school teacher, a Youth Small Group Bible Study leader, and on the Marriage Ministry Team. Eugene has been married to his wife, Lori Graham Starks, for over 30 years and has two daughters, Margaret Ellen Starks, a 2012 graduate of the University of Mississippi from the Trent Lott Institute of Public Policy Leadership, and Darby Marie Starks, a Senior at the University of Mississippi in the School of Education.

