

Bio

Reid Rasmussen



Reid Rasmussen strategizes with brokers and employers to balance their benefit programs now and in an uncertain future. His solution is freshbenies, which combines telehealth, doctors online, advocacy, and prescription savings – all rolled into one easy-to-use card. In 2016, freshbenies was named the 255th fastest growing company in America on the Inc5000.

Reid grew up in Canada, received a Health Administration degree & formed his opinions against government-run health care. In 1991, he escaped to America & worked in both sales & management for two medical insurance companies (Group Health Cooperative and Regence BlueShield) and two General Agencies (BenefitPort and BenefitMall).

Reid saw some of the Canadian trends find their way into American healthcare. He so believed the industry would need new solutions that in 2009 he launched his company just as the ACA was ramping up. As Co-Founder and CEO of freshbenies, he helps take the headache out of healthcare for mid-sized and small employers and the brokers who serve them.

A passionate award-winning national speaker and writer, Reid encourages people to take ownership of the future of their own health, and their healthcare industry. He lives in Dallas with his wife, and is proud to be an American citizen.

NOTE: see LinkedIn profile for job specifics at: www.linkedin.com/reidcrasmussen