

INSURANCE NEWSCAST - Friday, 01/05/07

Read online at www.insurancebroadcasting.com
Read daily by over **450,000** of the "best and the brightest" in the insurance industry.
Walt Podgurski, CLU, CES, Publisher & Editor

**This Week's Personnel
Announcements****Myfinancialadvice Names Roy Ramthun to Advisory Board**

Nationally-Recognized HSA Expert was Special Assistant to the President for Economic Policy

DENVER, CO, January 3, 2007 – Myfinancialadvice, a Web-based service that delivers live, one-on-one, objective financial advice from independent Certified Financial Planner™ professionals, announced the appointment of Roy Ramthun to its advisory board. A nationally-recognized expert on Health Savings Accounts (HSAs), he is a former Special Assistant to the President for Economic Policy at the White House.

According to Ron Peremel, CEO of Myfinancialadvice, "Roy's appointment to our board is especially timely, in that we recently were the first service in the nation to provide professional HSA advice to employees via the Internet." Mr. Peremel noted that Mr. Ramthun will speak at the January 24 Health Savings Account Summit in Las Vegas, on two panels entitled "HSA ALERT: The Implications of Medicare's CDH Plans" and "Up-to-the-Minute Regulatory and Legislative Updates."

Mr. Ramthun is President of HSA Consulting Services, a health care consulting practice specializing in Health Savings Accounts and consumer-driven health care issues.

Previously, as a member of the National Economic Council staff, Mr. Ramthun was the senior health policy advisor to the President regarding health care issues involving the Internal Revenue Code (primarily Health Savings Accounts), the Federal Employees Health Benefits Program, Medicare, and Medicaid.

He also served as the Senior Advisor to the Secretary of the U.S. Treasury for health initiatives. In this role, he led Treasury's implementation of Health Savings Accounts after they were enacted into law in December, 2003.

"With Roy's guidance, Myfinancialadvice will build upon its proven ability to provide employers and benefits intermediaries with a human-delivered decision-support tool that reduces employee confusion and frustration regarding HSAs and can increase proper usage of these complex plans," Mr. Peremel added.

About Myfinancialadvice, Inc.

Myfinancialadvice provides employers, benefits providers and retirement plan providers with a low-cost, Web and phone-based service that delivers "live, one-on-one, objective financial advice to employees and previously underserved middle-income and mass affluent consumers. Myfinancialadvice is a Registered Investment Adviser and complies with all appropriate state and federal regulations. Founded in 2001, the company is headquartered in Boulder, Colorado, with offices in Baltimore and Chicago. For more information, please visit Myfinancialadvice.com, MyHSAadvice.com or call 303-395-3355 x120.

Contact: Elon Green, 212.867.0131, elon@benabe.com

[Return to Headlines](#)