



## FOR IMMEDIATE RELEASE

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### **ACS Benefit Services Names New Chief Executive Officer**

Winston-Salem, NC – ACS Benefit Services announced today that Bruce Allen will assume the role of Chief Executive Officer, effective July 1, 2023. Allen, a health care industry leader bringing 25+ years of experience, will succeed Beverly Proctor, Interim CEO, who will resume her role as Chief Operating Officer on that same date.

Following his leadership of the implementation of the ACA for Blue Cross and Blue Shield of North Carolina, Allen was named their Vice President of Medicare. His first-hand experience in product sales, retention and product development from the individual market, and small market to large national employers enables effective leadership coupled with an understanding of market shifts.

Under Allen's leadership, Blue Cross NC's Medicare membership increased by 50 percent over the past two years, while Star ratings increased from 3 to 4.5 stars. These impressive results were driven by member focus, service area expansion, a new suite of benefits, and audience targeted marketing. The same member driven approach is found at ACS. Allen's deep knowledge of product design, channel management and large implementations will be of great value to the company.

"Bruce is a well-respected and proven leader who has produced strong results across his tenure at Blue Cross NC. We are excited to see him step into this role to drive ACS's continued strong performance," said Matt Garabrant, ACS Board Chair.

Due to his deep knowledge of North Carolina and the health care industry, coupled with a leadership record of results, Allen's selection as ACS's new CEO brings the needed background to drive growth and serve ACS' distinctive clientele.

"ACS brings important capabilities, deep relationships and crucial market insights as we look to help employers meet the challenges of providing affordability, quality health benefits to their workforces," Allen said. "I'm excited about the unique opportunities to provide third-party administration services to employers, who are looking for greater opportunity for the affordability and benefit flexibility ACS provides in the self-funded market."

Allen received his bachelor's degree in economics from Wake Forest University and his master's in health care administration from UNC Chapel Hill. He currently resides with his family in Chapel Hill, NC.

### **About ACS Benefit Services**

At ACS Benefit Services, our sole focus is providing the most innovative products and services available in the health benefits marketplace—all backed with the highest level of customer support. Over the past four decades, we are proud to have grown into a leading third-party administrator (TPA) by continuously focusing on the future of the industry and creating long-term health plan solutions for our employer groups. For more information, visit [acsbenefitservices.com](https://www.acsbenefitservices.com).