
P R E S S R E L E A S E



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Bunch Hires New Account Manager

Lakeland, Florida (January 3, 2012) – In direct response to its continued growth, Bunch and Associates, LLC (hereafter “Bunch”) announced today the appointment of Jeff McBride, MBA, ARM as account manager effective January 3, 2012. McBride will be responsible for building and strengthening existing client relationships by innovating new approaches to managing workers’ compensation injuries.

Account management is a critical role within Bunch’s “high touch” service delivery model. Account managers are the key contact for day-to-day operations and serve as an extension of the risk management department for Bunch’s clientele. McBride is a highly-credentialed risk management leader with 20 years of experience in claims operations, loss prevention and strategic financial analysis. He is an active committee member in the Minnesota Chapter of RIMS and most recently served as the assistant risk manager at General Mills in Minnesota. Prior to his role there, McBride was a leader at Kemper Insurance for many years.

Bunch will benefit greatly from McBride’s extensive background in identifying, maintaining and evaluating ways to improve return-to-work outcomes. Kathy Sergi, president and chief operating officer, commented, “Jeff’s proven background in managing substantial risk management departments will serve him well in this new role. Bunch’s customized programs yield superior outcomes and demand experienced strategic thinkers who can creatively develop and administer unique approaches to positively impact loss development costs. Jeff is an exciting addition to our elite team, which continues to experience sustained growth.”

About Bunch & Associates LLC:

Bunch is a leading managed care solutions provider, dedicated exclusively to informing decision-making clinicians and other professionals managing loss costs, by leveraging technical expertise with intelligent, front-end systems. Through the integration of innovative systems, services and clinical resources, Bunch offers employers a multilevel, holistic approach to medical case management and bill review services with proven outcomes.

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