



NEWS RELEASE

FOR IMMEDIATE RELEASE
Friday, July 8, 2011

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HMAA NAMES REG BAKER SENIOR VICE PRESIDENT

HONOLULU – Hawaii Medical Assurance Association (HMAA), the second-largest Preferred Provider Organization (PPO) in Hawaii, today named Reg Baker as senior vice president. In this capacity, he will lead HMAA's newly created value-added division, which supports HMAA's affiliation with Ceridian Corporation, a leading global business services company, to cross-market services to their respective customers and members.

Baker is leading and managing a comprehensive array of programs for HMAA that will expand and enhance value-added products and services available to more than 3,400 employers with 42,000 members served by HMAA and 3,000 Hawaii employers representing 220,000 employees served by Ceridian Corporation.

"Reg has the vision, leadership and experience to help HMAA achieve our founder's vision of providing a highly valuable, diverse selection of business products and services tailored to the needs of Hawaii's small businesses," said HMAA Chairman, President and CEO John Henry Felix in reference to HMAA founder Arnold Baptiste, Sr. "With Reg leading our value-added affiliation with Ceridian, HMAA is now better equipped than ever to serve the many diverse needs of our members."

Baker will spearhead the development of HMAA's affiliation with Ceridian, which took effect on April 1, 2011. The joint services agreement between HMAA and Ceridian put in place a framework that will allow HMAA to provide a range of non-health-related services, among other value-added benefits, to its members.

(more)

“We’re pleased HMAA is showing its strong commitment to developing our affiliation by bringing on someone with the great experience and know-how of Reg Baker,” said Calvin Hutton, general manager of Ceridian Hawaii. “We have developed a strong, decades-long relationship with HMAA and Reg, and we’re excited about having the opportunity to work with HMAA and the businesses they serve.”

Reg Baker, CPA PFS, has over 20 years of experience as chief financial officer and chief operating officer for several large and mid-sized companies, ranging from more than 1,200 employees and \$600 million in revenues to 10 employees and approximately \$3 million in sales. Baker is licensed to practice as a CPA and personal financial specialist in the states of Hawaii and Nevada and was a principal broker and registered investment advisor in Hawaii, Nevada and California.

Baker has been an active community service volunteer, including his service to the Boys and Girls Club of Hawaii, Navy League, Chamber of Commerce of Hawaii, Hawaii Society of CPAs, and Friends of the University of Hawaii’s Cancer Research Center. He has taught graduate and undergraduate finance, accounting, tax and auditing for the University of Hawaii at Manoa, Hawaii Pacific University and the University of Nevada, Las Vegas.

HMAA has always been known as Hawaii’s leading provider of health insurance benefits for small and medium-sized businesses, and it provides large employers with superior health benefits as well. HMAA’s comprehensive medical plans include alternative benefits such as acupuncture, chiropractic and naturopathic care, as well as life insurance, wellness programs, and dental, vision and prescription drug riders. It offers the best medical plan option for sole proprietors in the state. HMAA’s benefits and rates can be customized for any company. More information is available at www.hmaa.com.

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