

Significa Insurance Group, Inc. Expands Into Airpark

Significa Insurance Group, Inc., started marketing in Arizona in the fourth quarter of 2007, presenting another benefits option to Airpark businesses. The Wilkes-Barre, Penn.-based insurance company targeted Arizona

and Ohio as just two states into which it expanded multistate operations. Among the advantages promoted by the company are a "no referral" policy for claimants to see specialists, an emphasis on wellness, and a network of preferred providers who prepare and submit claims or precertifications for employers and group administrators.

Paul Breslau, President of Scottsdale-based Breslau Insurance & Associates, cites the

relevance of this expansion.

Breslau observes, "This means we have open markets and Arizona tends to be a better place for business. Closed

markets stagnate. In health insurance this means that, in comparison to other states, we have lower rates and more choices."

Regarding the expansion, Significa President Lucille Connors states, "Significa recognizes that competition is critical in maintaining a strong market where choice and innovation can thrive. The Arizona market represents a high-growth market where employers are searching for alternatives."

Breslau continues, "While our Arizona health insurance market is imperfect and we complain about rate increases and poor service, at least we attract new health insurance programs. We maintain a competitive environment with options. This is a positive sign, even if you never use Significa for your health insurance."

Connors adds, "Small and midsize employers expect flexible product design, personalized service and wellness tools typically reserved for the larger group market. Significa intends to deliver all of these along with competitive pricing and integrated alternative funding programs."

For more information, visit www.Significa-ins.com, or to contact Mr. Breslau, visit www.HRaz.com.



Paul Breslau