



For Immediate Release

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AMPS Broadens its Reach by Expanding Footprint in New Commercial Market Segments:
Health Systems, Health Plans, Taft Hartley Plans, Reinsurers and HMOs

ATLANTA, April 29, 2021 – [Advanced Medical Pricing Solutions](#) (AMPS), a pioneer in healthcare cost containment, announces its expansion into commercial markets focusing on health systems, health plans, Taft Hartley plans, reinsurers and HMOs. With a strong presence already established in the self-funded market through third-party administrators, brokers, healthsharing and employers, this strategic move is designed to broaden the scope of AMPS' effective long-term solutions to healthcare spend to these critical healthcare sectors.

After 18 months of groundbreaking work in these segments, AMPS is now formally expanding its efforts with the addition of Rodrigo Castilleja, vice president of health markets, and Robert Melillo, vice president of reinsurance markets. Castilleja and Melillo bring a deep understanding of the healthcare market and a broad level of industry expertise that will enable AMPS to further develop its healthcare cost containment solutions for this commercial segment.

Castilleja's focus is on serving the health plan and health system verticals, as well as large employer groups across the U.S. He is responsible for introducing AMPS products and services to these market segments. Some of the key offerings include AMPS' medical bill review, reference-based pricing, stop loss and pharmacy solutions.

Castilleja comes to AMPS after serving as vice president – health plan sales at UnitedHealth Group, where he served more than 80 percent of all U.S. hospitals and 75 percent of all U.S. health plans. Prior to that role he held positions with DenteQuest/EyeQuest and HCSC-BlueCross and BlueShield after having started and sold his own insurance agency.

"Our formal expansion into these commercial markets will position AMPS to capture growth and build a team with the skill sets and expertise to better serve our customers," said Lawrence Thompson, chief strategy and revenue officer of AMPS. "We are excited to have Rodrigo and Robert join the company and apply their proven expertise to support continued growth and expansion across the commercial verticals."

Melillo's focus is on serving the stop loss and reinsurer markets throughout the U.S. He is responsible for better ensuring AMPS helps these customers pay a fair price for rendered, and necessary services. AMPS 15+ years of medical bill review and pricing expertise is the ideal complement to this large and unique market segment.



Melillo brings more than 25 years of experience in the self-funded and managed care industry. He most recently was the vice president, sales and account management, reinsurance at HM Insurance Group and has held positions at several large reinsurers such as Guardian Life Insurance Company, USI Insurance Services and Sun Life Financial Assurance of Canada.

“AMPS continues to transform and evolve as an organization, adding experienced team members and innovative programs, allowing our clients to take back control of their medical and pharmacy spend,” said Kirk Fallbacher, AMPS president and CEO. “We have invested in the commercial markets as part of our strategic vision to serve those clients and provide the best cost-effective solutions to address the ever-changing healthcare environment.”

About Advanced Medical Pricing Solutions (AMPS)

Advanced Medical Pricing Solutions (AMPS) provides market leading healthcare cost containment solutions serving self-funded employers, brokers, TPAs, and reinsurers. AMPS mission is to help clients attain their goals of reducing medical and pharmacy costs while keeping members satisfied with quality healthcare benefits. AMPS leverages its 15+ years of experience and data in auditing and pricing medical claims to deliver "fair for all" pricing. AMPS offers detailed analytics and transparency to provide clients with insights based on plan performance. Learn more at www.amps.com.