

## Reid Rasmussen

Co-Founder & CEO, freshbenies

Reid Rasmussen is an award-winning speaker, healthcare strategist, innovator, and a recognized leader in free-market health reform. Named “**Most Influential Industry Personality of 2024,**” Reid brings more than **30 years of healthcare experience** to the stage, combining deep industry insight with a bold, engaging, and highly relatable delivery.

Reid is the Co-Founder and CEO of **freshbenies**, a four-time **Inc. 5000 Fastest Growing Company**, dedicated to simplifying healthcare and empowering consumers. Under his leadership, freshbenies has helped clients save **more than \$125 million** in unnecessary healthcare claims through advocacy, education, and smarter healthcare navigation.

A passionate advocate for brokers and benefit professionals, Reid is also the host of the popular video podcast “**Brokers in Cars Getting Coffee,**” which has been viewed hundreds of thousands of times and features candid conversations with industry leaders from across the country. His thought leadership and commitment to the profession earned him NABIP-Texas’ **2019 Hollis Roberson Award for Outstanding Dedication to the Industry.**

Born in Canada and now a proud American, Reid is known for blending real-world experience, innovative thinking, humor, and straight talk into sessions that challenge conventional thinking and inspire action. When he’s not speaking or building solutions to fix healthcare, you can usually find him with a cup of coffee in hand.

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## Top 10 Cost Containment Cop-Outs

*Turning Employer Excuses into Consultant-Level Cost Containment Success*

### Program Description

Containing medical costs is one of the hottest—and hardest—topics in today’s benefits conversations. Employers know costs must come down, yet many hesitate to fully adopt the very tools designed to help them succeed.

In this highly interactive session, Reid Rasmussen tackles the **Top 10 excuses** that consistently derail employer buy-in on cost-containment strategies. Through real stories, peer insights, audience interaction, and real-world examples, Reid flips these common objections into clear, proven strategies that actually work.

Rather than accepting “the employer doesn’t want it” as the end of the conversation, attendees will learn how to reframe cost containment discussions with confidence, credibility, and clarity—positioning themselves as trusted consultants instead of product presenters. Participants will leave equipped to lead smarter conversations that drive adoption, engagement, and measurable results.

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## Learning Objectives

Participants will be able to:

- Identify the most common employer objections that prevent successful cost-containment adoption
- Reframe cost-containment conversations using proven, employer-friendly language
- Confidently address resistance with real-world examples and peer-tested strategies
- Shift from a “vendor pitch” mindset to a **consultant-level advisory approach**
- Leave with practical talking points and techniques they can immediately apply with clients