

Karen Gustin Appointed Chair of NAVCP



May 4, 2016//Lincoln, Neb.// The Board of Directors of the National Association of Vision Care Plans (NAVCP) appointed Karen M. Gustin, LLIF, executive vice president of the group division for Ameritas Life Insurance Corp., chair of its board at the Annual Specialty Health Summit recently held in Nashville. Gustin will assume the two-year term effective immediately, succeeding former chair Aspasia Shappet, president and CEO of MESVision®.

Gustin began her career at Ameritas in 1983; in 1995, she was appointed to assistant vice president of marketing and managed care. Since 2001, Gustin has guided the group division of Ameritas in a variety of senior leadership roles, with responsibilities for group communication, advertising, product development, market research, PPO functions, national accounts and group division's distribution. In addition to serving on the NAVCP Board of Directors since 2012, Gustin is involved with the National Association of Dental Plans (NADP); she is the past chair of the NADP Board of Directors, participated on their foundation board, and is a former chair of the NADP Statistical Task Force.

"Under Aspasia Shappet's leadership, NAVCP launched and developed substantial initiatives aimed at transforming the managed vision care industry. I look forward to continuing and building upon the momentum NAVCP generated during her tenure," said Gustin. "Managed vision care is a key driver of eye care and eyewear consumption in the U.S. NAVCP members will work to ensure consumers have greater access and choice when it comes to quality vision care."

NAVCP Executive Director Julian Roberts added, "Karen Gustin has a proven record effectively leading large, industry-centric membership associations. As chair of NAVCP, she'll be in an even greater position to lend her talents, energy and wealth of industry experience to fulfill our organization's mission."

About Ameritas

Founded in 1887, Ameritas — Ameritas Life Insurance Corp. and its affiliated companies — offers a wide range of insurance and financial products and services to individuals, families and businesses. The group division of Ameritas Life Insurance Corp. has served customers since 1959 and today provides dental, vision and hearing care products and services, insuring or administering benefits for more than 6.4 million people nationwide. Ameritas has one of the largest dental networks in the country with more than 413,500 access points. Its contact center has earned BenchmarkPortal's Center of Excellence certification every year since 2007. In New York, products are offered through Ameritas Life Insurance Corp. of New York. To learn more about Ameritas, visit ameritas.com or ameritasinsight.com.

About the NAVCP

The National Association of Vision Care Plans (NAVCP) is the trade association for the Managed Vision Care industry serving as the voice for the vision benefits industry. For more information about the National Association of Vision Care Plans, go to www.NAVCP.org.