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FOR IMMEDIATE RELEASE

**Steve Keogh, Formerly of Optima Health, Joins Choice Insurance Agency as Vice President of Life, Health and Employee Benefits**

Virginia Beach, Virginia, July 25, 2021 --- Steve Keogh is the new Vice President of Life, Health and Employee Benefits at Choice Insurance Agency. He joins the team in advance of Mark Glandon retiring later this year.

Most recently, Steve was the Senior Sales Executive for Optima Health.

At Choice, he is responsible for developing and executing the strategic direction of the department including broker relations, technology integration, talent acquisition, and carrier relations.



“Working with one of the largest customer-focused healthcare organizations in Virginia, my career at Optima was extremely gratifying,” said Keogh. “At Choice, I look forward to expanding my industry relationships and increasing the value we offer our brokers and clients.”

Keogh noted that the ability to integrate technology that enhances broker and client experiences was a huge draw to joining Choice. “The way in which our clients want to select and implement their health insurance and employee benefits programs gives agencies with the tools in their toolkit the advantage. That’s why we are staying on the cutting edge and offering the best of these resources to our brokers and clients.”

Richard Braun, president of Choice agrees. “Companies need their employee benefits open enrollment and administration to be less of a disruption to their business. The greatest opportunity we have is to offer tools, technology and resources to help our clients and brokers

spend more time doing what they love doing - interfacing with their clients. When we provide the level of support that allows this to happen for them, we all win.”

Braun is confident that the wealth of knowledge and experience that Keogh brings to the team will enhance the rapid growth of the Choice Life, Health and Employee Benefits department.

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*We know that buying insurance can be confusing. That is why Choice Insurance Agency’s trusted advisors are fueled by our desire to help our clients get the “right coverage at the best price” and to provide insurance solutions that increase financial security. Offering our clients access to over 100 “A rated” insurance carriers, our companies provide insurance solutions to individuals and businesses that include personal insurance, business insurance, health and employee benefits plans, and life insurance coverage. Headquartered in Virginia Beach, Virginia, we offer insurance solutions for the majority of the Eastern Seaboard ranging from New Jersey to Florida.*