



**FOR IMMEDIATE RELEASE**

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**Intercare Insurance Solutions Names Chief Medical Officer,  
First for Any San Diego Insurance Broker**

*Dr. Lee Rice will help clients with strategies to improve employee health and productivity*

SAN DIEGO – Intercare Insurance Solutions, an innovator in designing employee benefits and corporate wellness programs, announced today that Dr. Lee Rice has joined the company as chief medical officer. Rice will be the first CMO of an insurance broker in the San Diego region.

Intercare has grown from the 19<sup>th</sup> to the third largest insurance broker in the San Diego market in just two years, partly as a result of attracting veteran industry talent and providing its clients with value based healthcare benefit plan designs, integrated wellness programs and other innovative, cost-effective solutions. Adding the position of chief medical officer will ensure that Intercare continues to grow and innovate, with an added capacity to provide high-level health-focused services and counsel to its client executives, according to Mike Barone, Intercare president.

“It’s unusual for a company of our size to have a chief medical officer,” said Barone. “But with healthcare being recognized more and more as an investment to be optimized, not an expense to be minimized, we felt Dr. Rice would add a new level of expertise in prevention and wellness, to the ultimate benefit of our clients.”

Rice’s clinical expertise combined with his passion for transforming the way in which executives look at wellness will provide Intercare clients the opportunity to realize improved employee health and productivity and a positive impact on their bottom line. Rice will host his monthly webinar, “Just What the Doctor Ordered,” and lead Intercare’s executive wellness program. In addition to his role at Intercare, Rice will continue to serve as CEO and medical director of the Lifewellness Institute, a pioneering facility in the field of wellness, preventive medicine, and health promotion in San Diego.

Rice is considered one of the premier medical experts on wellness in the United States and is a clinical professor at Western University of Health Sciences, the University of California San Diego School of Medicine, and San Diego State University. He is also a Fellow of the American Academy of Family Physicians, the American College of Sports Medicine and the American Osteopathic Academy of Sports Medicine.

***About Intercare Insurance Solutions***

Intercare San Diego's First with Chief Medical Officer

Intercare Insurance Solutions provides insurance brokerage, employee benefits consulting, and risk management services to clients in Houston, San Diego, and the Bay Area. The firm was founded in 1994 on the principle that insurance should be managed as an investment, not a cost. It has become one of the fastest growing brokerages in the industry through its pioneering wellness program, which first benchmarks each employee's health and then establishes incentives and action plans to improve individual health, well-being and productivity, to the benefit of corporate ROI.

Intercare has over 40 employees, and serves more than 250 clients across the biotech, medical device, manufacturing, financial services, and hospitality industries. Intercare's brokerage divisions include Employee Benefits Brokerage and Consulting, Qualified & Non-Qualified Retirement Plan Brokerage and Consulting, Workers' Compensation Brokerage, and Property & Casualty Brokerage.

For more information on Intercare Insurance Solutions, please visit: [www.intercaresolutions.com](http://www.intercaresolutions.com)

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