

2021 Marks VistaNational's 25th Anniversary

A Letter from our CEO, David Schwimmer



I am proud to announce that 2021 marks a special year for VistaNational as we celebrate our 25th Anniversary. When I founded VistaNational in 1996, we had the vision to provide the most competitive benefits programs to our clients so that their employees would become more engaged, productive and valuable to their organizations. We have come a long way in 25 years to deliver on that vision!

Back in 1996, Internet technologies were emerging and smart phones didn't exist yet. As time passed, Vista recognized that the market was increasingly adopting a digital lifestyle and saw this as a valuable opportunity to help our clients better engage with their employees, save time and reduce benefits administration costs. We have worked hard to deliver the most robust benefits programs coupled with innovative technologies that empower our clients' employees through mobile self-service tools, on-demand education and resources, telemedicine, wellness programs and more.

Over the past 25 years, Vista has grown to more than 30 team members and we have added an entire team of partners who bring more than 100 years of experience working for Blue Cross Blue Shield organizations and 200+ years of collective industry expertise, including Richard Mathews, Brian Walsh, Bill Novak, Kahlil Hogan and Thomas Mathew. We pride ourselves in being large enough to service, influential enough to be an invaluable negotiator, yet small enough to truly value our clients.

To all our employees, clients, stakeholders and friends who have made our growth possible, I would like to thank you for your continued support of Vista and enabling us to deliver exceptional value-added benefit programs to employees nationwide. We look forward to working with you to shape the future of group benefits and I am confident that together we can find even more ways to deliver *Benefits Done Better*.



David Schwimmer, CEO