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About Paul Zane Pilzer, Founder of Zane Benefits, Inc.

Professor Paul Zane Pilzer is a world-renowned economist, a highly successful software entrepreneur, an adjunct professor, a former White House economic advisor, and the author of eight best-selling books and dozens of scholarly publications.

After completing Lehigh University (1974) in three years and receiving his MBA from Wharton (1976) in 15 months, Pilzer joined Citibank to work on credit card/EFT transfer systems and electronic banking. He became Citibank's youngest officer at age 22 and its youngest vice president at age 25. At age 24, he was appointed an adjunct professor at New York University, where he taught for 21 consecutive years and was voted "best professor" by NYU students.



Paul Zane Pilzer

Since 1981, Pilzer has since started, and/or taken public, five companies in the areas of software, education and health benefits. He also served as an appointed economic advisor and senior regulatory official in two presidential administrations (1983-1989) and was a candidate for the U.S. Congress.

These private and public sector experiences, along with serving on the Board of Directors of companies large and small, have made him acutely aware of the issues surrounding employer-sponsored defined benefit healthcare. In 1985, he testified on health benefits before the U.S. Congress and has since lobbied for 23 years for consumer-directed healthcare. In 2004, he received an honorary doctorate for his work promoting Health Savings Accounts (HSAs) and Health Reimbursement Arrangements (HRAs).

In 1999, when Pilzer's own family lost their employer-sponsored health benefits during a pregnancy, he started Extend Health, Inc. to help employees get permanent health insurance and better choose healthcare providers. Extend Health became the exclusive supplier of defined contribution health benefits through Wal-Mart Sam's Club in 2005, and today serves mostly retiree populations of large companies including Ford and Chrysler. While serving as the CEO and later Chairman of Extend Health, Pilzer realized the need for ZaneHRA—a simple employer-based online system to direct healthcare spending and provide real-time reimbursement of employee medical expenses. In late 2005, after selling a majority interest in Extend Health, Pilzer started Zane Benefits, Inc. to develop ZaneHRA™.

ZaneHRA™ is a robust web-based platform that allows employers to manage their HRA as either a supplement to their existing group health benefits plan or as a complete standalone health benefits program. Employers open and manage their ZaneHRA

completely online, electronically enroll participants and print welcome kits, and monitor expenses and reimbursements in real-time. Employees submit medical expenses online, via fax, or mail, and receive same-day reimbursement via check, payroll addition, or direct deposit. ZaneHRA is distributed by leading health insurance carriers, payroll providers, and financial service institutions, and was featured in a front-page story in *The Wall St. Journal* in 2007.

In addition to being an entrepreneur and public policy official, Pilzer is the author of eight bestselling books. His first book, *Other People's Money* (Simon & Schuster, 1989), exposed the \$200 billion savings and loan crisis and was critically acclaimed by *The New York Times* and *The Economist* magazine.

Pilzer's *Unlimited Wealth* (Crown, 1991) explains how we live in a world of unlimited physical resources because of rapidly advancing technology. After reading *Unlimited Wealth*, the late Sam Walton, founder of Wal-Mart, said that he was "amazed at Pilzer's business capacity" and his "ability to put it into layman's terms."

Pilzer's *God Wants You to be Rich: The Theology of Economics* (Simon & Schuster, 1995/1997) explains how the foundation of our economic system is based on our Judeo-Christian heritage—this *New York Times* business best-seller was featured on the front page of *The Wall Street Journal* and on television shows ranging from *60 Minutes* to *First Person with Maria Shriver*.

In *The New Wellness Revolution* (Wiley, 2002/2007) Pilzer identifies the newly emerging wellness business and the financial implications of preventative medicine—this book earned him the title "wellness guru" by *The New York Times*.

The Next Millionaires (Momentum Media, 2006) explains how the U.S. economy is now creating one million millionaires a year and how ordinary people can become one of them.

The New Health Insurance Solution (Wiley, 2005/2007) sets forth a bold new direction for U.S. health insurance. This book also explains how employers can provide their employees the same or better health benefits for considerably less cost than they are paying today.

A former commentator on National Public Radio and CNN, Pilzer was profiled on the front page of *The Wall St. Journal* in 2007 and has appeared three times on the *Larry King Live!* television program. He speaks live each year to approximately 200,000 people, and more than 10 million audiotapes of his speeches have been sold. He lives in Utah with his wife and four children where they are all avid snowboarders, mountain bikers, and chess players.