

Traffk Signs Contract with David Brown of CHEQS, LLC

LOS ANGELES, Calif., April 10, 2017 (SEND2PRESS NEWSWIRE) – Traffk™ LLC is pleased to announce the addition of Mr. David Brown to the expanding Traffk team. Brown will fill the role of Market President, serving Traffk's payer and health solutions market.

The image shows the Traffk logo in a large, bold, black, sans-serif font. The logo is centered within a white rectangular area that is framed by a thick black border. The letters are thick and blocky, with a modern, clean aesthetic.

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Throughout his distinctive career in employee benefits, Brown has innovated, produced, consulted, and managed prominent northern California operations, including critical assignments with Aetna, Johnson & Higgins, ABD Insurance & Financial Services and Arthur J. Gallagher.

Brown's thought leadership and regional/national industry relationships have been nurtured for decades and have led to his service on the broker advisory panels for all major California health plans. He has also presented at numerous human resources and healthcare symposia.

"If you bear risk related to people's health and productivity, Traffk produces the data and insights to guide your critical business decisions, whether they be pricing, risk adjustment, underwriting, or care management," said Brown.

He added, "Today's market goals are simple and clear; reduce costs, improve quality, and enhance the user experience. Traffk's data integration and

machine-learning capabilities create measurable decision advantages for those who decide to utilize the platform's intuitive and massive power."

Paul Ford, CEO of Traffk, commented, "The addition of Dave Brown to the Traffk marketing effort provides another seasoned industry endorsement of our technology and has already added to our accelerating growth. We are thrilled to have Dave's enthusiastic support of our product portfolio."

For more information, visit: <https://www.traffk.com/> or <http://cheqs.healthcare/>.

About Traffk:

Traffk™ modernizes the insurance underwriting process with more accurate data insights and risk profiling, allowing risk-bearing companies or health plans to manage profitability, risk, market growth, cross-lines sales, marketing, product development and compliance. Its SaaS platform enables an organization to deploy data mining, analytics and rules automation to manage risk, pricing and utilization. Traffk's risk management platform is powered by insurance experts, data scientists, machine learning and client-specific experiences and data.

Traffk solutions provide the following benefits:

- Traffk collects, integrates, analyzes and transacts data on its SaaS platform, which is HIPAA-compliant and has passed numerous technology assessments and security platform reviews.
- Traffk transforms cloud data into actionable, dynamic, multi-variant indexes. Its predictive and responsive, insurance-optimized risk modification index and insights use clients' proprietary data, as well as its rich public information database and proprietary algorithms.
- Traffk indexes membership into risk profiles to enable efficient and dynamic pricing, risk reduction and underwriting.
- Traffk helps make data actionable, driving deeper understandings of client and/or consumer tendencies and decision characteristics.

Learn more about Traffk solutions at: <https://www.traffk.com/solutions>.

*LOGO for media: [Send2Press.com/wire/images/17-0313s2p-traffk-300dpi.jpg](https://www.send2press.com/wire/images/17-0313s2p-traffk-300dpi.jpg)