

Mike Hill, founder of Total Control Health Plans, has been advising employers on health care cost reduction strategies for two decades. An expert in self-funded medical plans, Mike has helped employers implement varied solutions focused on reducing the cost of health care, such as direct contracting, direct primary care, and others, as a means to return the crown jewel of employee benefit packages to its place of prominence rather than the liability that it has become. Understanding that pre-packaged fully insured medical plans eliminates all employer control over their health care supply chain, Mike wrote "[Not Rocket Surgery, An Employers Guide to Controlling the Health Care Supply Chain](#)" which introduced the concept of the Total Control Health Plan in 2017. Mike is passionate about putting employers in a position to use the same techniques they use to manage all other aspects of their business on their health plans. By doing so, employers have not only experienced dramatic cost reductions and flat annual increases, but they have done so while providing better plans to their employees.

Mike has been recognized by BenefitsPRO magazine as a finalist for the 2021 Broker of the Year award, and as one of the [Grand Rapids Business Journals 40 Under Forty in 2012](#). Mike is a member of the [Next Gen Benefits Mastermind Partnership](#) being recognized as Advisor of the Year in 2020. Mike speaks regularly on innovative benefit strategies at conferences around the country, including the World Healthcare Congress, BenefitsPRO Broker Expo, and Ascend Agency Growth and Leadership Summit, and he also serves on the Ault International Medical Management (AIMM) Agent Advisory Council. An [article in the March/April 2020 issue of Chief Executive Magazine](#) featured the success Mike and his client Creative Dining have had in reinventing their medical plan from the ground up.

He serves and has served his community as a Board member of multiple non-profit organizations, including The Michigan West Coast Chamber of Commerce (Past Chair), Holland Hospital, Holland Young Professionals (Past President), Life Circles PACE, West Michigan Policy Forum, and Grant Me Hope.

Mike lives in Holland, Michigan with his wife Colleen and children Alexis and Evan.