



The banner features a photograph of three people on the left. The text on the left side reads: "Choice. Simplicity. Affordability." The central text reads: "Aetna Small Group Business (2 – 50 eligible employees)\* \*1 – 50 where required by state law" followed by "Broker Alert" in large white letters and "Northeast Region" below it. On the right side, it says "We want you to know™" above the Aetna logo and the website "www.aetna.com".

October 2004

## **Aetna Northeast Small Group General Manager James Reid featured in Business Insurance's "40 Under 40 People to Watch"**

In the October 4 edition of Business Insurance, James Reid, General Manager of Aetna Northeast Small Group, was highlighted as one of the "40 people under 40 to watch" in the commercial insurance industry. Reid was the only honoree from a national health insurance company included in the publication's spotlight.

Reid, who joined Aetna in 1990, has been General Manager of Aetna's small business division in the Northeast region since the company segmented in October 2001. Over the past 3 years, he has played a key role in building products and services specifically designed to provide choice, affordability and simplicity to small business owners in Maine, Massachusetts, Connecticut, New York and Northern New Jersey.

"I'm honored to be featured in Business Insurance because it signifies the tremendous accomplishments of the entire Aetna team," Reid says. "We've demonstrated in all of our markets our true commitment to small business and to helping small business owners find coverage that works for them."

Below is the profile on Reid that appeared in the Oct. 4 issue.

Aetna would also like to congratulate the following individuals in the health insurance field who were also featured in the "Top 40 under 40" spotlight:

**James Buonfiglio**, C&B Consulting  
**Marc I. Cohen**, Kaye Insurance  
**Thomas L. Gamble**, Arch Insurance Group  
**Alexandra Littlejohn**, March Inc.  
**Arnold Mascali**, Cambridge Horizon Consultants Inc.



## James W. Reid

General Manager and Head of Small Group for the Northeast Region Aetna Inc. Cranbury, N.J.

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### Achievements:

James Reid's responsibilities include sales, underwriting, product development, group enrollment, billing, distribution strategies and marketing for small-group business in Aetna's Northeast region, covering New Jersey through Maine. About 250 people report directly to him, and he serves as a mentor to other employees within Aetna. Before joining the insurer, Mr. Reid worked at U.S. Healthcare, a managed care company that Aetna acquired in 1996. Among the accomplishments he is most proud of are the team he has assembled and their work over the past three years. Mr. Reid says his team delivers a high level of service, product development and innovation to business owners as well as Aetna's distribution partners in the Northeast.

### On success:

"How I view success...is really being able to lead by example and being an expert in what's most critical to your key constituents. So whether it's understanding how the member is impacted, how the plan sponsor or business owner is impacted, how your distribution partners are impacted, and, of course, how your own employees are impacted, is the key to success. And if you understand what those levers are and understand how each lever connects and as you push, pull and tweak the levers, it's going to have an effect."

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