

William J. Pokluda, CEBS

Author Media Sheet



William J. Pokluda is a CEBS-certified benefits professional and health insurance advocate with over 30 years' experience managing employer benefit plans helping thousands of people increase their health insurance literacy. Pokluda is available for articles, interviews and podcasts on health insurance literacy.

Sample Article, Interview and Podcast Topics

- How to be an active consumer of your health insurance
- Framework to evaluate your health plan options and make a wise choice
- Why going “In-Network” matters
- Tips for open enrollment
- Handling claims questions; what to do if your claims are denied
- Tips for when you are eligible for an employer plan, and Medicare and/or COBRA eligible

Based on research studies, poor health insurance literacy is more prevalent than you think:

- 61% of people forgo \$372 (or more) annually choosing the wrong health plan for their needs
- 88% of U.S. adults cannot calculate an employee's share of health insurance costs
- Over 50% of adults have inadequate understanding of health insurance terms
- Young adults are 151% more likely to have inadequate health insurance literacy than adults
- Only 12% of American adults have proficient health literacy
- Low health literacy leads to poorer use of health care services and poorer health outcomes

Pokluda's book, *Maximize Your Health Insurance, Keep more money in your pocket*, illustrates proven strategies and tactics people can put into action immediately to take full advantage of their health insurance. William demystifies health insurance and provides insider advice to help you increase your confidence and expertise navigating the health care and health insurance systems. Ideal for people who get their health insurance through an employer or from a Marketplace plan (Healthcare.gov). Available on [Amazon](#) \$19.95 hardcopy; \$9.95 Kindle. Discounts on bulk book orders available.

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Media

- Maximize Health Insurance blog <https://maximizehealthinsurance.com/>
- The Writer's Tribe Talk Show podcast hosted by Elsa Kurt <https://thewritertribetalkshow.buzzsprout.com/1816237/11033574>
- Healthcare Americana podcast hosted by Christopher Habig (Freedom Healthworks CEO) <https://healthcareamericana.com/episode/maximizing-your-health-insurance/>
- IFEBP Word on Benefits Blog article “Benefits Touch Points – Communicating When It Matters” <https://blog.ifebp.org/benefits-touch-points-communicating-when-it-matters/>
- “Workplace Wellness Strategies That Work” book available on [Amazon](#)