

Meet Geoff Lindsay

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By Jim Ries

Jim Ries interviews Geoff Lindsay, Senior Sales Representative for the Mid-Atlantic at Kaiser Permanente, about what Kaiser does and what differentiates it from other health care insurance companies. Geoff explains his role working with large employers (50+ eligible employees) and broker partners to help control costs and claims, improve health outcomes, and deliver a better employee healthcare experience. He shares what he's most proud of after five months at Kaiser, outlines the next six months focused on renewal planning and employer strategy discussions, and invites viewers to tour the Lutherville Timonium facility. Geoff also shares the soccer-inspired origin of his name.