



**FOR IMMEDIATE RELEASE**  
**February 14, 2024**

**Press Contact:**  
Kelly Loussedes, SVP of Public Relations  
(202) 595-3074 or [kloussedes@nabip.org](mailto:kloussedes@nabip.org)

## **NABIP's CEO Jessica Brooks-Woods Spearheads AI Revolution in Health Insurance, Pioneering Health Equity and Innovation**

(Washington, DC) -- The National Association of Benefits and Insurance Professionals (NABIP) proudly announces a series of groundbreaking initiatives under the leadership of CEO Jessica Brooks-Woods, the first Black female CEO in the association's history. With a visionary approach, Jessica is steering NABIP towards harnessing artificial intelligence (AI) to revolutionize health insurance selection and champion health equity, marking a technological renaissance within the industry.

***NABIP is setting new standards for inclusivity and empowerment in health insurance. Key initiatives include:***

- Leveraging AI to Demystify Health Insurance Choices: NABIP is at the forefront of utilizing AI to provide personalized health insurance recommendations, making the selection process more accessible and tailored to individual needs.
- Launching NABIP's AI App Store: A major highlight of NABIP's upcoming Capitol Conference is the launch of NABIP's AI App Store, a marketplace dedicated to innovation in agent support and member services.
- [Rise Health Equity App](#): This innovative app is designed to empower those in need by utilizing AI to give a voice to underserved communities, helping to bridge the gap in health equity.
- Commitment to AI Education for Staff: Recognizing the importance of staying ahead in the digital era, NABIP is investing in comprehensive AI education for its team, ensuring that staff are well-versed in the latest technologies and can lead with expertise.
- Coming Soon: Relaunching NABIP's "Agent Finder" with a Focus on Diversity: The revamped "Agent Finder" tool will reflect NABIP's commitment to diversity and individual values, making it easier for consumers to find agents that match their unique needs and perspectives.
- Coming Soon: AI workshop series "AI Empowerment: Transforming Agency Operations" to help equip insurance professionals with the knowledge and tools to integrate AI into their agency operations.

"NABIP places AI at the heart of health insurance selection, transforming it from a tool for claim analysis to a cornerstone of health equity and consumer empowerment," said NABIP CEO Jessica Brooks-Woods. "AI is not just the future of health insurance; it's the present. NABIP is committed to leveraging this technology to empower agents and brokers, ensure inclusivity, and lead a technological renaissance that prioritizes the well-being of every individual."

To learn more about AI, health equity, and other critical issues impacting the health insurance industry, please attend NABIP's [Capitol Conference](#) in DC on Feb. 26-27 by contacting Kelly Loussedes at [kloussedes@nabip.org](mailto:kloussedes@nabip.org).

###

[NABIP](#) is the preeminent organization for health insurance and employee benefits professionals, working diligently to ensure all Americans have access to high-quality, affordable healthcare and related benefits. NABIP represents more than 100,000 licensed health insurance agents, brokers, general agents, consultants, and benefit professionals through more than 200 chapters.