



REVOLT  
HEALTHCARE  
ALLIANCE

# MEDIA KIT

**Mark Geiger**

Co-Founder & Managing Partner  
Revolt Healthcare Alliance, Inc

Prepared By:

**Catalyst Brand Strategy**



# Profile

## Mark Geiger

Co-Founder & Managing Partner  
Healthcare Reform Thought Leader & Activist

Mark Geiger co-founded the Revolt Healthcare Alliance in 2020 as part of his strategy and commitment to transform the US healthcare system so that it works for all Americans. In his role as a Managing Partner, he leads the company to deliver on its mantra to help clients reduce their health insurance premiums by 40-50% while getting them better benefits and protecting their finances.

Mark oversees and drives corporate strategy enabling the operations, product, marketing, I.T., legal and finance business units to rapidly deliver Revolt products and capabilities to market. Prior to founding Revolt Healthcare Alliance, Mark owned and operated health clubs for twelve years before transitioning to the health insurance industry where he served at one of the nation's largest health insurance carriers, as a product and business analyst for eight years developing robust business cases, including the delivery of a \$10M digital coaching platform. He also designed the number one utilized program on the organization's app, launched on Samsung products and in the Google play store with over 500K downloads and 3K-4K users daily.

Mark is a published author of the book A Physical Walk with God and has been a guest columnist in both regional and national publications. He also sits on the board of directors for multiple nonprofit corporations.



# Story

Geiger grew up in a military household with a father who was a physician's assistant and a mother who was a registered nurse. This meant his family's healthcare needs were always met without any financial strain. It wasn't until Geiger opened his first health club in 1999 that he realized healthcare was not only not free, but extremely expensive, and just how important healthcare benefits were if he wanted to have employees to help grow his business.

Geiger's health club business was unique in the sense that his business goals were tied to how his products and services could specifically help corporations lower their healthcare costs versus how many memberships he could sell. Over a twelve-year period while he helped thousands of customers and employees lose weight and improve their health his business had zero impact on the rising costs of healthcare.

Not giving up on his goal to truly have a great impact and lower healthcare costs in American he found himself working at the world's third largest health insurance carrier in the 8 years after he sold his last gym.

It was during that time his eyes were opened to the real reasons why healthcare costs continued to climb decade after decade causing an American nightmare for so many people who were just trying to live the American dream.

But in September of 2018 something changed. Geiger was denied a \$400 MRI by the insurance company he was working for, and his best friend Gary was diagnosed with stage 4 esophageal cancer. The pair of friends had completely different types of insurance that led to completely different healthcare experiences.

Mark had paid over \$23,000 in premiums for his "major medical" insurance along with his \$3000 deductible, but he was denied the \$400 care his doctor ordered. Gary had only paid three premium payments of \$700 per month for an enhanced health indemnity plan, and not only was his cancer care covered, but he also received over \$59,000 in income protection.

Furious at his employer and heartbroken over the eventual passing of Gary, Geiger passionately set out to learn more about health indemnity plans. In that process Geiger discovered a thriving parallel healthcare economy called Devolution Healthcare. Today Geiger is a healthcare reform activist serving the media as an envoy providing them with the latest, most relevant content on progressive economic trends in healthcare.



# Whitepaper

“Devolution Healthcare: A Thriving Parallel Healthcare Economy,” is a report on the structural dynamics of the American healthcare system, revealing a landscape that primarily benefits entities such as lobbyists, pharmaceutical giants, and insurance carriers, often at the detriment of patients' health and financial stability. Consequently, medical bills have emerged as the leading cause of bankruptcy in the United States.

The solution to this problem has grown right under our noses over the last two decades, in the form of 3 key markets coming together to provide an alternative to the current system – exactly like Uber, Airbnb, and Crypto grew parallel to their traditional industry counterparts.

## THESE KEY MARKETS INCLUDE:

1. A Not-So-Supplemental Market for individuals and small-medium employers.
2. Performance Health Plans for large employers (50+) and brokers
3. Direct Primary Care - Monthly subscription services eliminating the need of insurance for routine care.

Collectively, these markets have created a thriving parallel healthcare economy that is both affordable and patient-centric, devoid of the many conflicts of interest that plague the existing system.

## THIS COMPREHENSIVE WHITE PAPER PROVIDES VALUABLE INSIGHTS INTO:

- The Supplemental Insurance Market
- The Employer Sponsored Healthcare Market
- Direct Primary Care
- The efficacy of health indemnity plans coupled with patient advocacy
- The power of devolved networks that completely eliminate the need for HMOs and PPOs
- Growth of the healthcare subscription economy
- The importance of price transparency enabling customers to now be able to shop for healthcare services
- The impact of Devolution Healthcare

*Many families and business owners are unaware of these solutions and we are on a mission to change that by safeguarding the healthcare and finances of people.*



DOWNLOAD THE ENTIRE WHITEPAPER HERE:

[HTTPS://REVOLT.HEALTH/DEVOLUTION-HEALTHCARE](https://revolt.health/devolution-healthcare)



# Topics

## MARK GEIGER'S TOPICS OF EXPERTISE

*Mark can speak or write on the following topics:*

- **Devolution Healthcare**
- Parallel Economies
- Economics of Health Insurance
- The Politics of Healthcare Insurance
- Alternative Health Insurance Options
- Patient Advocacy & Welfare VS Corporate Profiteering
- The Economic Power of Disruptive Thinking & Innovation

**Mark Geiger,**  
*Healthcare Reform Thought Leader & Activist*



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**f** [www.facebook.com/revolthealthcare](https://www.facebook.com/revolthealthcare)

## Our Mission:

To safeguard the healthcare & finances of families like yours



# Core Values

## ACTIVISM & EDUCATION

We want to provide our clients and partners with the information and tools they need which will give them power and control over their healthcare spending.

## RELATIONSHIPS

On-going support for our customers all year long to help with their benefit utilization.

## FAMILY

We believe families have enough relational and financial challenges without adding the stressful costs of healthcare to the list. We want to put as much money back into family's bank account as we can.

## CORPORATE PARTNERSHIPS

We believe in partnerships because we need allies to accomplish change on a national level...and they need us to provide honest, transparent healthcare support for their employees.

## AFFORDABLE ACCESS

Making sure that people have access to affordable solutions that fit with their lifestyle.

## TRANSPARENCY

On pricing and the actual benefits and coverage of our plans.



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# THANK YOU THANK YOU

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