



Press Release
Contact:

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Kirby Mayfield at kmayfield@msrwa.org

Mississippi Rural Water Association Announces Launch of New Health Program as Exclusive Member Benefit

(PEARL, MS) – The Mississippi Rural Water Association (MsRWA) proudly announces the launch of a new, exciting, and exclusive member benefit – the Mississippi Rural Water Association Health Program. Working in collaboration with Cadence Insurance and Health Cooperative Strategies, the Mississippi Rural Water Association Health Program features unlimited major medical coverage for individuals and groups from one employee to 1,000+ employees.

The Mississippi Rural Water Association Health Program offers access to broad, nationwide networks of health care providers, physicians, hospitals, and pharmacies for complete coverage. Built exclusively for MsRWA members, their employees and dependents, the Mississippi Rural Water Association Health Program provides multiple plan designs, a wide selection of deductibles and low-cost options which make it easy to find the right fit for MsRWA Members, their employees and dependents.

By partnering with Cadence Insurance, all MsRWA members will have an experienced team of knowledgeable insurance professionals available to provide advice and expertise about their healthcare plan options. The Mississippi Rural Water Association Health Program leverages the purchasing power of the association to provide healthcare benefits at competitive and affordable rates. The Health Program officially launches on February 1, 2025, but MsRWA members can join at the first of any month after the official launch date.

“We have long searched for a cost-effective health program for our members,” said Kirby Mayfield, CEO of the MsRWA. “The Mississippi Rural Water Association Health Program is a comprehensive health program which covers physician and hospital visits, prescription medications, laboratory services, and diagnostic testing. Our health program features innovative, state-of-the-art cost containment strategies for our members, their employees and families.”

“The Mississippi Rural Water Association is excited to not only offer an exclusive member benefit which will help our members and also attract high-quality employees and keep them engaged long-term by offering a robust benefit package,” said Mr. Mayfield.

For more information about the Mississippi Rural Water Association Health Program, please reach out to James Moody with Cadence Insurance at james_moody1@ajg.com or Jonathan Holder with Cadence Insurance at jonathan_holder@ajg.com.