

McGOHAN BRABENDER
STRATEGY AND INNOVATION

At McGohan Brabender, you don't just sign on with an insurance broker; you sign on with a team of experts who help maximize your employee benefits through tailored communication strategies. Our Strategy and Innovation team works alongside your account management team to help you empower your workforce, communicate your benefits effectively, and promote the importance of healthcare.

OUR APPROACH

Our approach is simple but effective - we believe that educating your employees on their benefits will result in reduced healthcare expenses and better health outcomes. With our specialized expertise in strategy execution, we go a step further when communicating with your employees, ensuring that everyone understands the ins and outs of their benefits package.

We recognize that as an employer, it's not enough to simply offer benefits - you also need to provide your employees with the knowledge and tools they need to use them effectively. Our two-fold approach is to help your team become smarter healthcare consumers while also promoting overall wellness to reimagine employee benefits.

OUR STRATEGY AND INNOVATION MEMBERS

David Homan — Chief Marketing Officer

David leads a team of creative minds to find simple solutions to complex benefits problems. David and his team create new and innovative ways to motivate, engage and energize our clients and their employees. With over 30 years as a thought leader, David is considered a subject matter expert on employee engagement and communication. Whether operating within the walls of MB or venturing beyond, he remains steadfast in his dedication to implementing technology to help employers reimagine their benefits packages.

Phil Meilinger — Creative Director

Phil is the visual mastermind that creates the designs and graphics for each project we work on. He has over 30 years of experience in the marketing design profession and never stops learning.

Kenzie McEvily – Marketing Manager

Kenzie is the engine behind our marketing strategy and execution. She leads a dynamic team of specialists, ensuring every project runs smoothly from concept to completion. As the Producer of Side Affects, MB's podcast, she also oversees our digital footprint, managing our website and social media to keep our voice consistent and compelling across platforms.

Whitney Marshall — Copywriter

With two degrees in writing and over a decade in the healthcare industry, Whitney makes our big ideas come to life. She takes complex healthcare language and creates simple-to-understand communication materials.

Audrey Smith – Marketing Specialist

Audrey supports a wide range of marketing efforts, from creating flyers and social media ads to helping plan events and campaigns. She works closely with the Creative Director to develop materials for both internal and external use while always staying ahead of industry trends. Audrey also manages MB Perks, keeping clients updated on the latest offerings. Her versatility shines as she regularly collaborates across departments and helps out on special projects wherever needed.

DeAngelo McDonald – Video Specialist

It all comes together with our video production expert, DeAngelo, who is the storyteller behind the lens. He directs, animates, films, edits, and produces internal and client video projects to tell their story how they want it told. His ability to blend technical expertise with creative vision makes him an essential part of how we bring our brand and messaging to life on screen.

Hayden Parsons – Marketing Coordinator

Hayden is our Marketing Coordinator and newest team member. She graduated from the University of Dayton with a B.A. in Communication and minors in English and Creative Writing. She's passionate about all things media and loves combining creativity and organization. Hayden manages platforms like AccelerateGo!, Workvivo, and TruDigital, and she's always ready to jump in wherever she's needed to keep things moving forward. From copywriting to video and photo editing, she brings a little bit of everything to the table.