

# *Service Provider / Vendor Award*

## **Rachel Fikes**

Rachel Fikes leads all of Rising Medical Solution's marketing and communications initiatives. She draws on 20 years of experience in client relations, brand management, creative oversight, content strategy, thought leadership, field marketing and media relations. Among her responsibilities, Rachel manages the annual Workers Compensation Benchmarking Study, the nation's only large-scale study that examines how claims organizations address industry-wide operational challenges. Rising manages medical care in the Workers compensation, auto, liability and group health markets.

Under Rachel's watchful eyes, more than 1,700 insurers, third-party administrators and workers compensation claims professionals have contributed their collective intelligence to the benchmarking study. The survey measures the performance of claims organizations in comparison to industry peers. Many workers compensation professionals rely on the data to understand best practices, make course adjustments and remain at the forefront in their industry. Insurance Business named Rachel to its 2017 Elite Women annual listing, which recognizes women "leaders and influencers who are shaping a more diverse insurance industry" across all lines of business.

"I feel lucky! I owe this unexpected recognition to the people who participate in our benchmarking study and are willing to share their insights for everyone's benefit," Rachel said. "Sharing information is so important to help us identify challenges – warts and all – and solutions in work-related injury management."

Prior to joining Rising in 2004, Rachel worked in the information technology consultancy industry as co-founder of Falkor Group and director of marketing for Technium. She also worked in marketing roles for a CMGI internet firm. Rachel attributes her organizational curiosity and interest in market research to her experience at Kenyon College, where she majored in psychology.

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