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Helping from Personal Experience

A benefits brokerage cares for clients while expanding access to low-cost medications through its philanthropic prescription drug card.

When James "Jim" Christensen, Jr. was 15 years old, he was not focused on playing sports and having fun like most boys his age. Wheelchair-bound and battling hemophilia, Christensen was preoccupied with things like negotiating his drug care costs with hospital CEOs.

As a child in the '60s, Christensen's life-saving medications cost $100,000 per year, a sum his father's insurance didn't cover. Paying for care was a constant struggle, one that gave Christensen unique insight into the complexities of the pharmaceutical, insurance, and health care industries. Today, he leverages that knowledge as president of inSOURCE, Inc., a benefits group of insurance brokers, investment brokers, financial consultants, and retirement plan advisors that strives to meet and exceed its clients' service expectations.

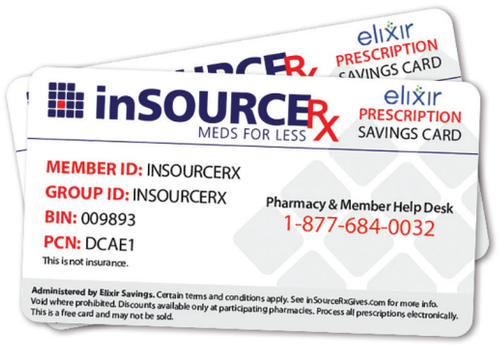
"Life experiences directed me to this industry," Christensen says. "My understanding of it and compassion for both sides has enabled me to make a living by doing the right thing for my clients."

Ensuring Care

Christensen's entrepreneurialism is rooted in a sincere desire to help people improve their lives. While selling life insurance, with a specialty in disability insurance, Christensen acquired his securities license, adding "financial consultant" to his professional accomplishments. He then founded inSOURCE, which grew into an employee benefits brokerage that currently serves 10,000 clients, mostly in the construction industry, and with services in financial advisory and home health care.

That some of Christensen's own 4,000 financial clients have been with him for nearly 40 years is a testament to his consistency, ethics, and unparalleled service. "It's my belief that a successful planner helps clients find ways to take care of themselves," he says.

It was with that mindset that Christensen helped a client lower the cost of her medication from $800 to $200 per month. Having negotiated with drug companies before, Christensen knew that the price could be reduced to generate significant savings for his client. That inspired him to develop a prescription drug card that gives people access to low-cost medications—even those that insurance companies won't typically cover. Called inSOURCErx, the card differs from others on the market in one significant way: Half its revenue is donated to health-related nonprofits its customers choose to support.

Within four months of its launch, inSOURCErx had a nationwide network of 60,000 participating pharmacies and upwards of 5 million subscribers who were directing profits to organizations like the Juvenile Diabetes Research Foundation (JDRF) and the Combined Health Agencies Drive through United Way. In turn, those organizations are distributing free branded pharmacy discount cards to their donor bases as a way to sustain inSOURCErx-generated donations.

The way Christensen sees it, inSOURCErx is an example of practical philanthropy in an industry beset by high costs. "Because of my health experiences, I understand medical costs and the dilemma this country faces because of them," he says. "I'm grateful for everything I have despite my own challenges, and I truly enjoy being able to help people I meet better their own lives in some way."