



## Group Medicare Insights: The Humana difference

# Building bonds: How Humana and the Union Sportsmen's Alliance work together to foster community and connection

**Humana's Tim Bindl brings his twin passions—the great outdoors and union values—to his partnership with the Union Sportsmen's Alliance, forging connections, fostering trust and inspiring the next generation of conservationists.**

Humana's unwavering commitment to unions is exemplified by Tim Bindl, a National Labor Relations Executive, whose work centers around building bonds with union leaders. But before he joined the executive ranks of Humana in 2020, Bindl worked for the Union Sportsmen's Alliance (USA) and has carried forth that organization's commitment to community engagement.

Bindl's dedication to USA's mission dates back to his days as a volunteer for the conservation organization. When it came time for USA to expand its workforce during the early 2000s, "I willingly raised my hand and joined forces" as field staff, recalls Bindl. At the time, his work involved developing fundraising initiatives and community events for USA, including the successful "Take Kids Fishing Days."

Take Kids Fishing Day events are annual programs hosted by volunteer union members that introduce children to the sport of fishing. Bindl says the event is "very personal because you believe in the mission of what Union Sportsmen's Alliance is doing...one small random act of kindness can change the world."



**"You believe in the mission of what Union Sportsmen's Alliance is doing...one small random act of kindness can change the world. That's what our union members are doing for those kids."**

**Tim Bindl, outdoor enthusiast and National Labor Relations Executive at Humana**

## Building bonds:

### How Humana and the Union Sportsmen's Alliance work together to foster community and connection

That's what our union members are doing for those kids." And, he says, Humana's involvement in the local Louisville, Kentucky Take Kids Fishing Day shows that USA "has such a quality mission that even non-unionized corporations are getting behind organizations that support labor."

In addition to shaping future generations, Bindl believes spending a sunny afternoon chatting with USA members, union volunteers and their families is a prime opportunity for Humana to better understand the unique needs and societal values of the communities it serves.

"Helping an organization succeed isn't always about talking numbers and getting down to the nitty-gritty of what Humana offers," says Bindl. "It's not so much about talking shop as it is building a relationship so that when union members are ready to have that conversation about health benefits, they have a familiar face to talk to."

Chris Piltz, Events Manager for USA, shares this sentiment, noting that "with any National Partner

relationship, ROI matters. Tim, through his role with Humana and his involvement with the USA, understands that it's not just about the numbers or contracts—it's about meeting members where they are, in a place they love. He takes time to connect, learn their stories, and build genuine relationships. That's why every event he volunteers at strengthens Humana's bond with future members."



**"Humana is interacting with our clients, interacting with our prospects and getting right down to what they believe in. This is our way to support their mission."**

—Tim Bindl

Face-to-face encounters like Take Kids Fishing Days help foster a greater sense of trust and understanding—a strong foundation that not only honors the union legacy and treats union members as neighbors and family members, but ensures that union retirees get the healthcare they deserve.

"Humana is interacting with our clients, interacting with our prospects and getting right down to what they believe in. This is our way to support their mission," says Bindl. "Our goal is to help them hold on to that retiree benefit. If we can show them a savings, if we can give them the network, if we can give them the reciprocal benefits that they were receiving from their local union...we have achieved the same mission the local strove towards and that's to sustain a benefit."



To learn more, visit [Humana Group Medicare](#)