

# Value Proposition

## WE AREN'T SIMPLY A PARTNER, BUT AN *ESSENTIAL EXTENSION* OF YOUR TEAM

Changes within our industry and ongoing regulations have disrupted the employee benefit landscape, and the human resource function is bearing the weight of it. When you partner with benefitsContinuum, we work overtime to eliminate the unnecessary burdens of confusing compliance reform and constantly evolving legislative policies. Our team becomes an extension of your own, offering reprieve from the constant pressure of your role so you have more time to focus on strategic business objectives and long term goals.

## PERSONAL, HANDS-ON SUPPORT DRIVEN BY A PROACTIVE CLIENT SERVICE MODEL

We pride ourselves on our ability to communicate and connect with our clients on a daily basis. When you're a client of benefitsContinuum, you know exactly who your personal point of contact is and how to get a hold of them at a moment's notice. Our account managers are proactive about communicating important industry updates, benefit plan information, claims' status, upcoming deadlines, ongoing projects, etc. Our follow through and response time is superior to the competition because we recognize the value of your work and appreciate the importance of your time.

## EXPERTISE YOU EXPECT FROM A LARGE NATIONAL BROKERAGE FIRM

Without the overhead and bureaucracy – allowing our firm to provide superior, comprehensive consulting services that aren't weighted down by price. We can provide support on a per-project fee basis or offset costs using carrier commissions that exist within the products you offer. We've successfully helped our clients find value added solutions at **no additional cost** to the employer by leveraging creative funding strategies and long-term partnerships. Some of these programs include – *Financial Wellness Solutions, Communication & Engagement Campaigns, Voluntary Benefit Offerings, Benefit Administration Technology, and more.*

## DEMONSTRATED SUCCESS

Through the years, we have helped our clients maximize the value of their benefit dollar while beating trend and minimizing employee cost shifting. We strive to deliver *holistic solutions* and *global strategies* one step ahead of the industry by utilizing extensive benchmarking data, plan forecasting models, and other innovative tools and resources. We have established trusted, long-term partnerships to seamlessly support our clients throughout the entire benefit lifecycle. ***Some relevant examples of the results we've achieved include:***

- ✓ Implemented **1<sup>st</sup> employer paid Critical Illness Policy** in the United States
- ✓ Introduced **new consumer-directed plan and comprehensive wellness strategy** for large group client (*a leading provider of global risk management services and solutions*) - **achieved savings of \$1.2M** and reduced % increase in employee cost share
- ✓ Implemented the **2<sup>nd</sup> Total Replacement CDHP** in the North East