

## **The following services are typically performed by Independent Insurance Agents and Brokers:**

- **Assessment and Review**
  - Assess clients' current position and challenges (e.g. budget, needs and benefit philosophy);
  - Risk tolerance review (e.g. high deductible, self funded plans, cost sharing, etc.);
  - Periodic review of market trends to ensure plan compliance; and
  - Periodic review of plan service performance and cost-versus-industry benchmarks.
- **Plan Design Consultation**
  - Plan design consultation, market trends and benefit benchmarking;
  - Benefit and cost analysis, including detailed claims spend study; and
  - Contribution modeling (i.e. help develop employer-employee premium cost share models; strategies can include multiple plan offerings and/or incentive-based programs for wellness).
- **Renewal Marketing Analysis**
  - Renewal preparation (current insurance carrier) with plan changes, alternative options, and cost summaries;
  - Review of market analysis that shows alternate insurance carrier quotations and options;
  - Provider network efficiency study and provider disruption and discount analysis; and
  - Service compatibility analysis.
- **Compliance Assistance**
  - Communication with human resources or benefits personnel regarding benefits program issues;
  - Meetings with management or benefits personnel (usually quarterly) or as requested;
  - Legislative and regulatory updates with communication regarding state and federal mandates - recent examples include COBRA & ARRA, SCHIP, ongoing CMS reporting, HIPAA, and Mental Health Parity;
  - Legal expertise from on-staff corporate benefits and ERISA attorneys;
  - Client education seminars on new legislation;
  - Resources for COBRA, HIPAA, HIPAA Privacy, Section 125, and FMLA questions; and
  - Coordination of benefits at the time of a claim regarding the interaction of workers compensation with COBRA, FMLA and ADA compliance.
- **Communication and Administration**
  - Ensure accurate implementation of policy changes with carrier(s):
    1. Billing
    2. Eligibility
    3. Carrier on-line resources and tools;
  - Renewal contracts and plan summaries reviewed for accuracy (e.g. insurance carrier summary plan descriptions or certificates and group applications; preparation for client signature based on coverage purchased - these can be multiple forms and require research from existing policies and products purchased in order to ensure policies are accurate); and
  - Simplification of administrative procedures.
- **Proactive Wellness and Health Risk Management**
  - Assist clients with development of worksite wellness initiatives to create a culture that fosters healthier, safer and more productive employees (this will ultimately mitigate rising health care costs);
  - Assist clients with educating employees on importance of becoming engaged in the health care process through proactive wellness; and
  - Review and implementation of proven health cost containment and disease management support services.

- **Employee Education and Claims Advocacy**
  - Benefit communication (involved in initial roll-out of new carrier, new plan or new product - multi-line, as well as renewals) including: preparation of materials and of formal presentation, face-to-face presentations or webinars for multi-site employers. This also includes ongoing updates relating to carriers, vendors, providers, and legislation. On the employee level, education on understanding benefits, health care consumerism, plan utilization, and provider-interaction;
  - Serve as a resource for insurance carrier and health care provider questions or issues;
  - Act as a consumer advocate resource for clients with carriers to accommodate hardship provisions or late entrants; and
  - Act as a HIPAA compliant consumer advocate resource for difficult claim situations and escalated issues.
  
- **Claims Analysis**
  - Quarterly plan performance reviews with claim analysis and claim trends;
  - Annual detailed claims analysis using downloaded carrier data with drill-down analysis capabilities;
  - Benchmarking and trend data research and analysis for measurement and comparison to client-specific experience data; and
  - Carrier experience reporting (interpretation, explanation and summarization for executive overview).