



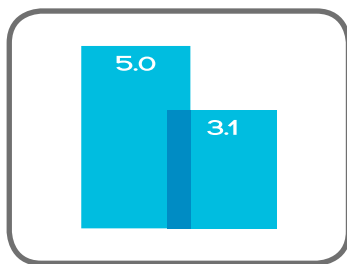
CASE STUDY: FEE-BASED EMPLOYEE BENEFITS PROGRAM

Collateral Benefits Group (CBG) was selected by a large private assisted living facility to manage their entire employee benefits program. CBG was able to lower premium levels for the employer and their employees, while providing a great user experience for employees and eliminating administrative work for the employer.

A LARGE PRIVATE ASSISTED LIVING FACILITY MADE THE DECISION TO HAVE ONE VENDOR MANAGE THEIR ENTIRE EMPLOYEE BENEFITS PROGRAM

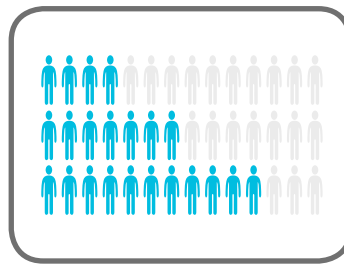
They wanted to

THE GOAL



LOWER PROGRAM EXPENSES & PREMIUMS

&



INCREASE EMPLOYEE FINANCIAL WELLNESS

THE PROBLEM



THEY HAD A GROUP BROKER, AN INVESTMENT ADVISOR, AND AN ENROLLMENT COMPANY, ALL WORKING TO DELIVER THEIR BENEFITS PROGRAM.

THIS CREATED TWO ISSUES:

Competing Agendas

Multiple vendors meant multiple agendas, which left employees to deal with a rotating roster of “advisors” only interested in selling products.

Complicated Delivery

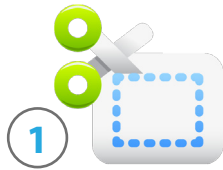
HR personnel were left to integrate and coordinate multiple services from various vendors, which made their program tough to manage.

So they brought in



and we did the following...

THE SOLUTION



1 Removed commission from products to lower employer and employee premiums



2 Educated each employee using our HDLR Financial Wellness system



3 Handled ongoing employee questions and needs in person, by phone, or online



4 Reduced HR administration time by coordinating core program tasks

THE RESULTS

44%
REDUCTION IN
PROGRAM EXPENSES

23%
INCREASE IN
EMPLOYEE
PARTICIPATION



The Employer was able to save over \$21,000 annually by switching to our Fee-Based Employee Benefits Program. The additional program services CBG provides created a superior user experience and simplified back-office administration.



Employees received the comprehensive advise they needed to make smart benefit decisions that positively affected their financial well-being. They also had more benefit dollars to spend due to lowered product premiums.

TO LEARN MORE ABOUT THE ADVANTAGES OF FEE-BASED EMPLOYEE BENEFIT PROGRAMS



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