

WORKSITE

BENEFIT ALLIANCE

Your Resource for Worksite Marketing

The WBA has to offer...

Agents:

- ◇ Solidifies your relationship with the Client
- ◇ Easy Cross-Selling opportunity
- ◇ Provides an additional source of revenue
- ◇ Sales assistance and training on new benefit options
- ◇ Access to a variety of "A" rated carriers
- ◇ Enrollments done with professional, salaried enrollment counselors

Employers:

- ◇ Assistance with the design and implementation of complete benefits package
- ◇ Electronic communication and enrollment of core and voluntary benefits
- ◇ Consolidated billing service reduces administrative burden
- ◇ Section 125 administration including Flexible Spending Accounts
- ◇ Effective communication of all benefits improves company morale
- ◇ Develop a relationship with a professional organization to assist you with your long-term strategy for benefit administration

Employees:

- ◇ Increased knowledge of benefits allows for a better evaluation of individual needs and the selection of desired coverage
- ◇ Ability to discuss individual benefit needs during a one-to-one enrollment session
- ◇ New plans provide enhanced dependent coverage and allows for portability
- ◇ Online access to benefits allows employees to take an active role in their administration