



## General Agency Services

### Distribution of HealthConnect

General Agents can purchase HealthConnect at a wholesale rate and distribute access to it to their agency clients. All agency access is done through the General Agent's website and HealthConnect is private labeled to match the look and feel of the General Agent's site. The General Agent has complete control over the site including which agencies obtain access, which carriers are quoted, and who has what level of access.

### Maximization of Ancillary Revenue

General Agents frequently do not maximize the revenue potential of ancillary insurance lines because quoting and installing these lines poses a significant time investment relative to the revenue potential available from such efforts. HealthConnect has been carefully designed to highlight a full portfolio of ancillary insurance lines that can be quoted and enrolled quickly and easily alongside medical. In addition, there is a complete portfolio of employee benefit management services (payroll, COBRA, etc.) integrated onto HRConnect.



## Distribution of HealthConnect

**Private Label Branding:** HealthConnect is private labeled to match the “look and feel” of your own website and all agents access HealthConnect through your website.

**General Agency Control:** General agents determine which agencies obtain access to HealthConnect and whether they will continue to obtain access. General Agents also control which carriers are available for quoting through their site, what messages are posted to users, which forms are available on the site, and most other features.

**Internal Use:** In addition to providing agents access to the system, General Agents can use the system for their own internal use and on behalf of brokers who prefer for the General Agent to process the quote.

**Tiered Access Rights:** Not all users of the system are the same, and General Agents control which users have which rights. For example, an agency can see their own quoting activity but not the activity of other agencies; a general agency sales representative can see the quoting activity of their agencies but not the activity of the agencies of other reps; and the principal of a General Agent can see all activity on the site.

**Custom Reports:** General Agents can customize the report style for their agents, and can allow selected agencies to customize their own reports. This is a feature that is particularly appreciated by larger agencies.

## Why HealthConnect?

**Powerful Product:** HealthConnect is simply without peer in the provision of automation solutions for general agents. No other service combines HealthConnect’s features and functionality for small group quoting, let alone combine such capabilities with other critical components such as network analysis, agency management, HR, etc.

**Proven Results:** 10+ years, 50+ carrier implementations, 40+ GA’s, 2,700 Agencies, 17 markets and 20 million quotes later, HealthConnect is the undisputed market leader in the employee benefits sales and service automation sector with 100% client referenceability.

**Impact:** General Agents see immediate increases in the value they provide to their brokers as well as gain access to formerly unobtainable information about broker quoting activity.

**Trust:** HealthConnect is focused on serving the health insurance agency community and has specifically designed its business model to do so in partnership with general agents. The best proof statement of this—40+ general agency clients, many of whom have been clients for 10 years or more.

## Maximization of Ancillary Revenue

**Ancillary Insurance Lines:** HealthConnect has a complete portfolio of ancillary insurance lines on HealthConnect, including dental, vision, life, ltd, std, voluntary, limited medical, gap, worker's compensation, voluntary and medicare supplement, to name a few. All lines can be easily quoted alongside medical, and the group and census information input for the medical quote is re-used to generate the ancillary quote.

**Benefit Plan Administration Services:** There are a variety of vendors that provide services to assist employers with the management of their benefit plans, including COBRA, FSA, CDHP vendors, and others. HealthConnect has partnered with a full complement of these firms and integrated their service offerings seamlessly onto HRConnect. As a result, you can enable your agency clients to offer their employers a single system for managing all of their employee benefit plan needs.

**HR Administration Services:** Employers have a wide range of human resource management activities above and beyond the administration of employee benefit plans. HealthConnect has a full portfolio of partners that offer these services, including payroll, 401k, HR consulting and compliance, and others. The service offerings of these partners have been seamlessly integrated onto HRConnect.

**GA and Agency Control:** General Agents always decide which ancillary lines and services they want to make available to their agency clients, and agents control whether to present these offerings to their clients.

## Why HealthConnect?

**Unique Product:** HealthConnect operates one of the few multi carrier medical quoting services in the United States and has, by a very wide margin, the broadest reach, product depth and client base. HealthConnect is the only multi carrier medical quoting service that has integrated a complete portfolio of ancillary insurance and services lines onto its system. Accordingly, the opportunity to maximize ancillary revenue in the manner described above is only available to General Agents that work with HealthConnect.

**Proven Results:** The ability to increase ancillary lines revenue through HealthConnect has proven out across numerous General Agents.

**Incentives:** In addition to the typical compensation General Agents derive from ancillary carriers, HealthConnect offers its General Agency partners additional incentives for production, including access to additional features at no or reduced cost.

**Trust:** HealthConnect is focused on serving the health insurance agency community and has specifically designed its business model to do so in partnership with general agents. The best proof statement of this—40+ General Agency clients, many of whom have been clients for 10 years or more. ■

**OFFICE LOCATIONS:**



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