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The Power of Ancillary and Worksite Benefits

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Announcement



Nothing in this presentation is represented as legal, accounting or insurance coverage advice. Everyone's situation is different; therefore, it is incumbent upon everyone to seek the advice of their attorney, accountant and or insurance professional when making decisions regarding insurance coverages, investments and/or tax decisions. Nothing contained presented here is advice.



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Agenda

- The Power of Ancillary and Worksite Benefits
 - Why Ancillary and Worksite Benefits?
 - How do they fit in to protect your employees?
- Nelligan
 - The Power of an ancillary
 - The leverage to generate the best prices for our clients
- The Worksite Group
 - Benefits Administration (Online Enrollment)
 - Education versus selling by non-commissioned staff



Ancillary Benefits

- Many businesses offer voluntary benefits to entice job seekers and keep experienced employees engaged. In some cases, these benefits are used to support employees' health and wellness.
- Why would a business want to offer health- or wellness-related fringe benefits? A recent Fractly survey⁴ found that 80% of employees want benefits or perks over a pay raise. Younger employees also named well-being as their top workplace want⁵.
- The following are some of the most popular voluntary benefits in 2023:
 - Accident insurance.
 - Critical illness insurance.
 - Hospital indemnity insurance.
 - Disability insurance.
 - Life insurance.
 - Identity theft protection.
 - Pet insurance.
 - Student loan repayment assistance



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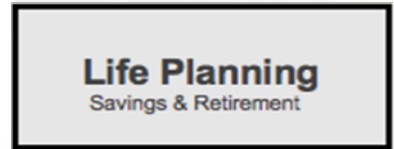
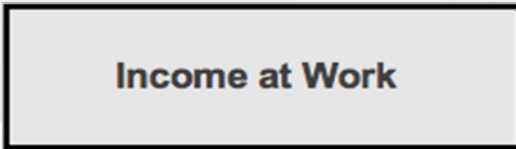
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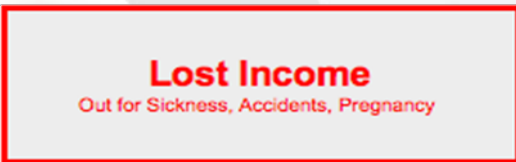
Benefits
(Money In)



Foundation



Risk!
(Money Out)



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Elite Ancillary Benefits Consulting



We Are An Ancillary Benefits Center of Excellence

Nelligan helps brokers, consultants & carriers navigate Ancillary Benefits with confidence, expertise and efficiency.



Core Vision & Values

- Being the industry's most client centric company with **unquestioned value**
- Being a **client first organization** by delivering on responsiveness, expertise and execution that creates a better experience to the delight of our customers
- Winning with our **high-tech meets high-touch approach** to elevate the industry using technology to enhance human interaction & consultation, not replace it

Our Clients are Our Broker, Carrier and Employer Group partners



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Building Blocks For Success

Our **high-tech meets high-touch approach** to Ancillary Benefits pairs the industry's most advanced and integrated technology with important moments of human interaction

Elite Market-Facing Consulting Team

Our Consulting Team is our face to the market and accountable providing elite expertise, responsiveness, execution and a Client First experience.

Tech Enablement

Purpose built tech to support top talent, consulting and expertise with automation, efficiency, data, analytics and better client deliverables.

Nelligan is purpose built around top talent and why Brokers & Consultants choose to partner with us



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Why Carriers Choose Us

Partnership ROI: We strive to work in partnership with carriers in creating efficiency, innovation, results and elevate our industry together with mutually beneficial outcomes.

Distribution Effectiveness

- ✓ Centralized resource allocation
- ✓ Market adoption on product & process
- ✓ Speed to market efficiency from prospect through point of sale
- ✓ Cleaner data, transparency, target marketing, close ratios & consultant conversations
- ✓ Implementation by guiding the point of sale process with data, consultation and collaboration

Client Service & Retention Partnership

- ✓ Proactive renewal, retention & growth strategies that target efficiency and profitability
- ✓ Centralized points of contact and self service access
- ✓ Early service issue resolution reduces inbound email & call traffic to carriers
- ✓ Supporting routine & escalation issues through consultation and coordination

Market Intelligence

- ✓ Shared data & analytics
- ✓ Market feedback workshops
- ✓ Trends and industry studies

Other

- ✓ Absence & Statutory center of excellence
- ✓ Expanding scope of non-medical benefit products and complexity
- ✓ Ben admin, consolidated billing and enrollment
- ✓ Data exchange connectivity
- ✓ Scalable support for peak employee staffing demands
- ✓ National footprint, local connectivity



Consulting Team



Why Our Partners Choose Us

- **Equity partners, not sales reps.** Nelligan's Market Directors average 15+ experience and are partners in our growth with real equity and the opportunity to build a brand, team and business around a local marketplace
- **Built around top talent.** Our high-tech meets high-touch approach to Ancillary Benefits pairs the industry's most advanced and integrated technology with the most important moments of human interaction
- **Custom fit to you.** We fit into your processes and culture, not the other way around
- **Selective partnerships.** We don't work with everyone. This allows for a deeper consulting experience for your clients
- **A client first experience.** We believe in a commitment to responsiveness, expertise & execution
- **Focused with no distractions.** Nelligan is an **independent, privately held company**...not owned by a competing brokerage or financial services organization. Nelligan focuses exclusively on Ancillary Benefits with no distractions - and that matters!



Consulting Services

Solutions

- ✓ RFP, renewal & implementation management
- ✓ Fully customized client deliverables
- ✓ Ongoing service and claim support
- ✓ Prospect and client meetings
- ✓ Carrier dynamics & partnership coordination
- ✓ Market trends and benchmarking
- ✓ Proprietary Data & Analytics

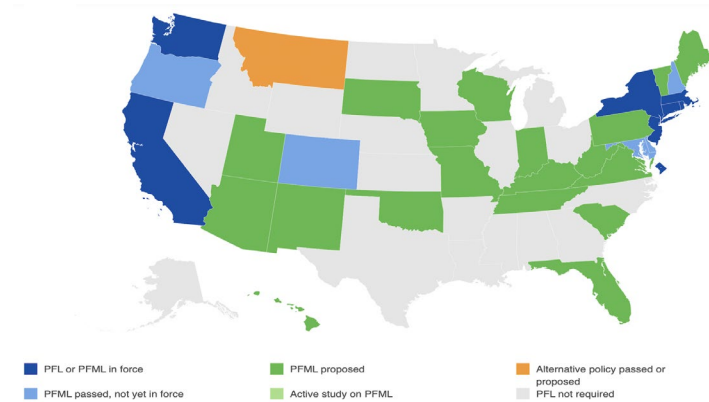
Expertise

- ✓ Group Disability, Life, Dental, Vision
- ✓ Absence Management, State Disability & Leave
- ✓ Voluntary Benefits
- ✓ Executive Benefits
- ✓ Technology, Billing & Administration
- ✓ Expanding scope of non-medical benefit products and complexity



Complexity Made Simple

The Need for Paid Leave is here to stay



Areas of Impact

Definition of Disability / Own Occ / Any Occ / Residual / Total / Partial / And versus Or / Specialty and Subspecialty / Earnings Loss / Return to Work / Integration / Offsets / Deductible Sources of Income / Primary / Family / Proportionate Loss Formula / 50% Offset / Index Monthly Earnings / K1 / Commissions / Bonus / Income / Part Time / 1099 / Owners / Partners / Recurrent Disability / ADEA 1 / SSNRA / SS ADEA / ADEA 70 / 5 Year ADEA / Riders / COLA / Pension Contribution Benefit / ADL's / Revenue Protection / Continuity of Coverage / Portability / Per \$10 / Per \$100 / Per \$1,000 / Delayed Effective Date / Leave of Absence Conversion / Waiver of Premium / Guaranteed Issue / Fully Underwritten / Simplified Issue / Evidence of Insurability / Prior Carrier Liability / Max Covered Payroll / Benefit Volume / Not Actively at Work / Salary Continuation / FMLA / ADA / PFL / Advice to Pay / ASO / Age Reduction / Imputed Income / FICA Match / Table I / Gross Up / Pre-Ex / Self-Reported / Tax Choice / Musculoskeletal / Accelerated Death Benefit / Usual & Customary / Basic versus Major

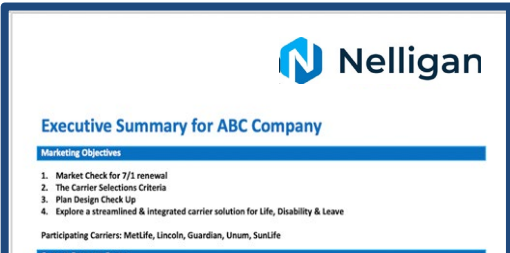


Tech Enablement



Marketing Analysis UX™

Custom Client Deliverables



Overview

Custom built software engineered with AI to analyze marketing results better, paired with our "High Touch Approach" to Ancillary Benefits consultation

Key Capabilities

- Customized with your logo & brand guides
- Visually appealing comparison modeled after Google/Amazon
- A modern look & feel that helps win business
- Customized provisions for specific cases & clients
- Checks, balances & approval quality control functionality
- Quick formatting & updating features on the fly

SpaceX, Inc.							
LONG TERM DISABILITY							
	Nelligan		Sun Life		Principal	unum	MetLife
	Current	Renewal					
Benefit Details							
Benefit Percentage	50.00%	✓	60.00%	60.00%	✓		
Monthly Benefit Maximum	\$5,000	✓	\$6,000	\$6,000	✓		
Guaranteed Issue	\$5,000	✓	\$6,000	\$6,000	✓		
Elimination Period	180 Days	✓			✓		
Disability Definition	2 Year Own Occupation	✓			✓		
Benefit Duration	SSNRA	✓			✓		
Additional Benefit Details							
Residual Disability	Included	✓			✓		
Employee Assistance Program (EAP)	Not Included	✓	Included	Included	✓		
Pre-Existing Limitation	3/12	✓			✓		
Conversion	Not Included	✓	Included	Included	✓		
Financial							
Total Covered Lives	18	18	18	18	18		
Employer Contribution Level	100%	100%	100%	100%	100%		
Monthly Covered Payroll (estimated for comparison purposes only)	\$101,674	\$101,674	\$101,674	\$101,674	\$101,674		
Rate (per \$100)	\$0.325	\$0.338	\$0.310	\$0.180	\$0.192		
Rate Guarantee		1 Year	2 Year	2 Year	2 Year		
COST ANALYSIS							
	Current						
Monthly Premium	\$330.44	\$343.66	\$315.19	\$183.01	\$195.21		
Annual Premium	\$3,965.29	\$4,123.90	\$3,782.27	\$2,196.16	\$2,342.57		
Annual Change		\$158.61	-\$183.01	-\$1,769.13	-\$1,622.72		
Annual % Change		4.00%	-4.62%	-44.62%	-40.92%		
Carrier Comments							





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your benefits enrollment partner

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About The Worksite Group

We are a benefits enrollment firm with a national reach. Our physical locations reside in **Ohio, Illinois, Pennsylvania, and New Jersey.**

We provide custom solutions designed to streamline the enrollment process and alleviate the burden on HR.

Independently owned & operated



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Our Approach

- Educational approach to benefits to ensure employee understanding and confidence in benefit elections – better utilization
- Benefit counselors on salary, not commission - no high-pressure sales
- Eliminate paper & capture clean data
- Improve enrollment process for all parties
- Agnostic approach to technology
- Agnostic approach to insurance carriers



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Our Services

Use our services during open enrollment, or on an ongoing basis throughout the year.



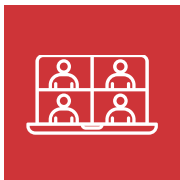
Call Center
(English & Spanish)



Onsite Meetings



Benefit Guides,
Flyers, Videos, Email
& Text Campaigns



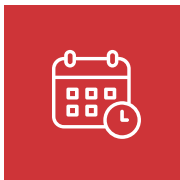
Shared-Screen
Conferencing



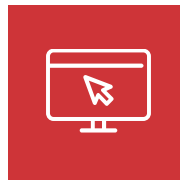
Perpetual
Enrollment (New Hire
Onboarding)



ICHRA
Administration



Online Scheduling
(Employee
Appointments)



Benefits
Administration
System



Direct Life &
Supp Health



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Preferred Enrollment Systems

The Worksite Group is platform agnostic.

Have your own enrollment system already? No problem! We can work with your existing platform.

If you need us to provide an enrollment system, we've got you covered with one of our four preferred enrollment systems.



Take Control of Your Benefits

Our services empower employees to take control of their benefits.

Our enrollment style can best be described as an educational approach to benefits, designed to ensure employees truly understand their options, empowering them to make appropriate decisions on the coverage that suits their needs best.

Employees are often not sure where to turn.

For benefits enrollment, employed Americans are unsure about who to turn when they have questions. Often times, they fall back on selecting the same insurance every year, potentially undercutting employers' efforts to improve the enrollment experience. They miss opportunities to seek a new plan or an offer of coverage at new price points. This lack of knowledge, paired with the discomfort of reaching out to HR, may lead employees to miss out on their available benefits or they may ask sources that lack knowledge.

Did you know?

72
%

72% wish someone would tell them what the best health insurance is for their unique situation.

44
%

44% of employed US adults feel uncomfortable asking their HR representative questions about health insurance enrollment.

47
%

47% call their friends or family members for help when enrolling in health insurance.

Source: JUSTWORKS-2022 Health Insurance Knowledge Snapshot (Harris Poll)

Active Enrollment

- Active enrollment conditions with support & communication from the employer to the employees is crucial to the efficiency and overall success of any open enrollment.
- Active enrollment conditions means all benefit eligible employees complete the open enrollment process via self-enroll or a one-on-one consultation with a benefits counselor.
- One-on-ones are imperative for the following reasons:
 - *Employee education, appreciation, and retention*
 - *Reduced workload on HR (employee questions, EOIs etc.)*
 - *Underwriting – more favorable carrier requirements*
 - *Liability – elections & waivers recorded properly*



Case Study – HVAC

Industry: HVAC, Electrical & Plumbing

Employees: 310

Completed: 262 (85%)

Background:

- Client was using an enrollment platform provided by the prior ancillary carrier
- The Worksite Group implemented a new benefits administration system
- EDI connection established between the new system, carriers, and payroll
- Pre-Enrollment text campaign was delivered to all employees
- Online Scheduler was utilized for employees to book appointments
- Employees enrolled exclusively via call center with benefit counselors
- New Hires have the option to self enroll in the system or via call center



Results:	<u>Before TWG</u>		<u>With TWG</u>		<u>Difference in Enrollment</u>	
	# Enrolled	%	# Enrolled	%	# Enrolled	% Increase
Dental	129	42%	189	61%	60	47%
Vision	118	38%	179	58%	61	52%
Supp Life	70	23%	136	44%	66	94%
LTD	46	15%	125	40%	79	172%
STD	62	20%	141	45%	79	127%
CI	0	0%	113	36%	113	
ACC	0	0%	117	38%	117	

We Want to Hear From You!

Share your feedback from today's presentation here:



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Questions?



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