



## *From the Desk of... Mark Reynolds, RHU*

Greetings:

April 14, 2008

Welcome to the second installment of the Ben-e-lect Chamber CEO Update.

First of all, thank you to everyone who responded in March to our initial Update. The purpose of this Update is to keep everyone abreast of anything in the insurance industry that may affect your members, status of other Chambers, improvements to the program, ideas to increase member awareness, and just to keep us all connected.

Your input is most helpful so I once again encourage you to give me your ideas or issues so we can respond.

### **New Chambers Endorsing Ben-e-lect**

Since our last Update two additional Chambers have joined in offering Ben-e-lect to members. The Sacramento Metro Chamber and Palm Springs Chamber are just now making the initial announcements to their members.

### **Pending Chamber Decisions**

At present there are 17 additional Chambers considering the Ben-e-lect Plan for their members. You can help them by acting as a reference should a leader of another Chamber give you a call.

Plus, we would welcome referrals, so if you can pass the word to other Chamber CEOs or leaders we will respond to their inquiries immediately.

### **Marketing Idea**

The success of the Chamber Affinity Program depends on member firms being aware and having an opportunity to review the plan. One successful idea was implemented by a committed broker in Southern California. At his expense, he personally mailed the Chamber announcement to over 800 members.

He included a “fax back” transmittal on the back of the announcement. In one day he received 7 “fax backs” after 3 days he had 15 “fax backs” and the response is still rising. Clearly, these members are anxious to look at the Chamber Health Plan. He will now set upon calling all members to follow up on the announcement. Would this work in your area?

### **Brokers**

Each Chamber has at least one broker or agency committed to supporting the Chamber’s Group Health Plan. I would like to assure all Chambers that your broker(s) are being active. We are working with every broker every day to increase the plan’s exposure and insure its success. You can be confident in the effort your broker in making.

### **Website Link**

The Ben-e-lect website has been updated with new information for Chamber members and prospective members. We have created a link for you to put on your website that will take the web visitor past our home page and directly into a partitioned section specifically for Chambers. Please take a look and offer any suggestions to make it better!!!

Please use [www.chamber.benelect.com](http://www.chamber.benelect.com) as the URL on your site. Ben-e-lect will contact each of you directly to discuss the link.

**May 1st, Blue Cross will adjust its rates (Big Opportunity)**

I mentioned this action last month but it is worth another word. This Blue Cross action consumes a great deal of time for the brokers who have existing clients covered by Blue Cross. So for a 2-3 month period those brokers must focus on their existing clients to address their rising insurance costs. There may be opportunity in this.

One might think that it would slow the Chamber Plan progress but I hope the opposite is true. Two things to consider. First, many of these groups may not be Chamber members so Ben-e-lect is encouraging your brokers to introduce Chamber membership to their clients. Second, because many of their clients may be Chamber members it certainly is a good opportunity to present what the client's Chamber has done for them.

It may be a win-win.

**Finally**

Please give me a call personally if you would like to discuss anything we have addressed in this Update. Plus, if you have any ideas for improving the program or increasing awareness we need to hear them. We are successful because we work together.

We appreciate your confidence and will work to maintain it, one success story at a time.

Sincerely,  
Mark Reynolds, RHU

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