

Greetings:

As you will read in our upcoming *Ben-E-News* and the *Update for Chamber Execs*, we do not think the activity level will subside this summer. While the traditional opinion is that summer slows things down, I think that the cost of insurance, energy, taxes, etc., are making employers more open for the BEN-E-LECT plans than ever before. So, to honor the commitment we all have made to our respective Chambers it is imperative that we work together to keep the activity going.

Feedback from Chamber Executives...

We are hearing back from Chamber Executives on a regular basis about several aspects of the Chamber Affinity Program. The most dominant inquiry is "what are brokers doing to make members aware of the program". The Executives appreciate us keeping them informed with our Exec Update, but many are asking for activity reports to share with their internal folks.

That's why we need to do two things: one is keep the marketing activity at a consistent level, and two, report back to the Execs the activity such as number of quotes, meetings, webinars, feedback etc.. Your BEN-E-LECT RSM will be contacting you regularly to review progress and discuss ideas to promote you and the Program..

Please help us respond to the Chambers with the information they need to help us all.

Website Link

You will read in the CEO Update about our webpage improvements and the URL we have created for the Chamber. There is a draft copy of an Employer Webinar on the website as well. Also included is a great deal of helpful information, marketing pieces and forms on the site so check it out.

Products

Once again, don't overlook the other products from BEN-E-LECT that you can use for Chamber members. In the past two months we have seen Aetna, Allied National, and UHC move up to very competitive positions. You do not have to rely completely on the blue plans.

We have also discovered that our Freedom Dental Plans are effective when a group has no benefits. It is a great way to get your foot in the door.

Webinars for members...

As we stated to the Chamber Execs, BEN-E-LECT has created two short webinar presentations which we would like to roll out to members. These would be "hosted" by the Chamber but "sponsored and conducted" by BEN-E-LECT and you. Our goal is to make it easier for the member employer to hear about the health care solution Chambers are offering.

Easier means that the employer, or its staff representative, could log in to the webinar from their office for a 20-30 minute presentation about how to lower health care cost. This eliminates the disruption of driving to and from a meeting site and allows the employer to include other staff members if desired.

It will also be easy for the Chamber to host as BEN-E-LECT will do everything so the Chamber would simply email out the webinar invitations.

If this sounds appealing, give me a call or email directly to discuss (559) 250-2000.

New and pending Chambers endorsing BEN-E-LECT

In the CEO update you will read about a large number of new Chambers endorsing the BEN-E-LECT Plan. We also have over a dozen more in some stage of endorsing BEN-E-LECT. Internally, BEN-E-LECT is discussing how to prioritize the addition of Chambers in the future. We may be a bit more selective in our approach.

Why? Because we think it is critical to provide our current Chamber partners with the support they deserve. If we bring on more chambers for the sake of numbers it may dilute that effort. I am not suggesting that we would not consider a new Chamber, but that the Chamber and agent involvement may need to be considered more carefully. I will keep you posted.

May 1st, Blue Cross increased its rates

You will see I addressed this issue again to the Chamber CEOs. Many Chamber Execs have commented that they think this is a good chance to promote the Chamber's Health Plan. I do as well. Even though many employers have been through the renewal process already, we cannot assume that they are happy with the results of their decisions.

Let's discuss how each of you can approach this opportunity. We can include the Chamber and make the result be worth the effort. Call me if you want to discuss. Please call, don't email, to save time.

Finally

We are making great progress with the Chamber Affinity Program. Many brokers are stirring up activity and dramatically shifting the conversations with in their communities. They are also shifting commissions from someone else to themselves, if you catch my drift.

The more we do together the more successful you and the Chamber program will be.

Thanks for your confidence and your business.

Sincerely,



Mark Reynolds, RHU