



Amalgamated **ADVISOR**

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Message from the President Market Disruptors and the Group Insurance Market

By David J. Walsh, President and Chief Executive Officer



Offering group life insurance has been considered a sound business strategy for carriers. In fact, many group insurance carriers have experienced steady growth. In more recent years, these insurers have fueled ongoing growth by expanding their offer-

ings to include such products as short-term and long-term disability, dental, vision, legal, critical illness and accident insurance policies. These products are now largely being marketed as worksite/voluntary benefits; a sector which is also enjoying growth.

Market research by multiple industry tracking groups including LIMRA and Eastbridge Consulting Group has found sales of worksite/voluntary products to be on the rise. Eastbridge estimated 2014 sales at \$6.89 billion; an almost 4% increase over the prior year. However, the group insurance market is also being affected by outside influencers; market disruptors which require proactive carriers to take action.

These disruptors include:

- The Patient Protection & Affordable Care Act (PPACA) and its effect on healthcare providers, employers/plan sponsors and employees/plan members

- Rising costs of benefits which now account for an estimated 18% of the nation's gross domestic product
- A different form of consumerism driven by easier access to information and online shopping
- The exponential increase in the effect of "Big Data" on consumers and carriers; their underwriting and claims-related decision making and relationships with brokers

Progressive carriers, always seeking strategies to meet market need, are responding to these market disruptors by expanding their target markets, developing new channels of distribution, providing a better employee experience, and investing in enhanced, more robust Information Technology (IT) infrastructure.

At Amalgamated Life, we are committed to meeting the needs of American workers and their employers. Even in a disruptive marketplace, we are looking to reach a broader scope of businesses; not just the large employers, but middle-market and closely-held companies. Along with working closely with our nationwide broker network, we have developed a dedicated Worksite Division to bring our portfolio of worksite/voluntary benefits directly to the market. Additionally, we are providing employers with the educational tools they need to help their employees make the best benefit decisions for themselves and their families. Lastly, we have made significant investments in our IT systems to facilitate improved efficiencies, security and conveniences for our users. In short, Amalgamated Life is taking the right measures to ensure that we can fulfill our commitment to being the best insurance resource. Our 40th consecutive "A" (Excellent) rating from A.M. Best reflects that commitment.

Amalgamated Life Insurance Company—Steps to a Successful Worksite/Voluntary Benefit Enrollment Period

By John Thornton, Executive Vice President



Sales of worksite/voluntary insurance benefits have been increasing steadily over the past several years with no slow-down in sight. According to data released in the *Eastbridge Consulting Group's 2015 Brokers and Voluntary Benefits—The Evolu-*

tion Continues Spotlight™ Report, which was developed with *Benefits Selling* magazine, the percentage of brokers actively selling these benefits increased from 19% in 2014 to 32% in 2015. As of Eastbridge's latest sales figures from 2014, worksite/voluntary benefits sales now represent a \$6.89 billion market. Without question, employees want access to these benefits and more employers are recognizing the value in offering them at worksite. To assure a successful worksite/voluntary benefit enrollment period, there are certain steps to take.

- 1.** Know your employee base and what will matter most to them. While ideally, you will want to present a broad portfolio of worksite/voluntary benefits (i.e., life insurance, dental, vision, disability, accidental death and dismemberment, accident, critical illness and legal), there may be some products that will be more meaningful to your workers based on their ages, marital status, overall health, etc., which should be highlighted.
- 2.** Work with reputable, customer-oriented and fiscally-sound partners. The insurance company should be an A.M. Best "A" (Excellent) rated company indicating it has a history of effective claims handling and fiscal integrity. Expect the benefits provider to provide worksite/voluntary benefits specialists onsite during your enrollment events.

- 3.** Develop a strategy to communicate and market your enrollment event. This should include advance communications about the upcoming enrollment period, education about the important financial protection voluntary benefits afford, and provision of easy to understand product literature, both in printed form and accessible online. Ongoing and frequent email messages about the various worksite/voluntary benefits should continue leading up to and throughout the enrollment period.
- 4.** Create an engaging enrollment event, inclusive of point-of-sale posters and product literature, free refreshments and, in addition to the insurance company's product specialists, the presence of your HR team to help employees feel more comfortable and likely to ask questions.
- 5.** Make your enrollment period convenient and long. Allow for the different schedules of your employees and the likelihood that many will take literature home to discuss with other family members before purchasing voluntary benefits.
- 6.** Mandate all employees visit with a professional benefit counselor during the one-to-one individual sessions where the programs are explained and the employee has the opportunity to enroll. Employees are required to sign a waiver indicating they met with a benefits counselor, whether they have chosen to waive or accept the offered benefits. This protects the employer and the insurance company post enrollment under normal guaranteed issue guidelines.
- 7.** Confirm all electronic data or paper applications are uploaded/sent to carriers for processing and insure the first deduction for each voluntary benefit begins in the appropriate payroll.

For more information about worksite/voluntary benefits offered by Amalgamated Life Insurance and how to arrange an enrollment event at your worksite, contact: marketing@amalgamatedlife.com.

Broker's Corner—Amalgamated Life's Worksite Accident Insurance Offers Vital Protection

When it comes to accidents, the numbers say it all. Over one million Americans suffer a slip, trip or fall every year. Accidents result in a wide range of serious injuries, from amputations, blindness, broken bones, burns, comas, paralysis, and brain, head and neck, back, eye and facial injuries. Over 7,000 American children are injured or killed by guns annually. Dealing with the medical repercussions of an accident is difficult enough without having to worry about the financial ramifications. Amalgamated Life's Worksite Accident Insurance provides vital protection when accident-related injuries occur.

Robust Features and Value-Added Service

Amalgamated Life's Worksite Accident Insurance offers many valuable features including:

- **Guaranteed Issue**—No medical questions asked.
- **Guaranteed Renewable**—Coverage remains in force for life as long as premiums are paid.
- **Coverage for Family**—Insured, spouse and dependent children.
- **Portability**—Insured can keep benefits even with a change of jobs or retirement.
- **Level Premium**—Rates do not increase with age.
- **Plan Design**—24-hour coverage.

These features are backed by our value-added customer service and claim management support. We provide our insured with toll-free access to our experienced customer service representatives available to answer questions and provide peace of mind six days a week. Our Claims Department personnel collaborate with our on-staff nurses to provide prompt review and payment of claims.

There are other important features of Amalgamated Life's Worksite Accident Insurance including robust accidental death benefits. These other features cover initial care through follow-up care, including:

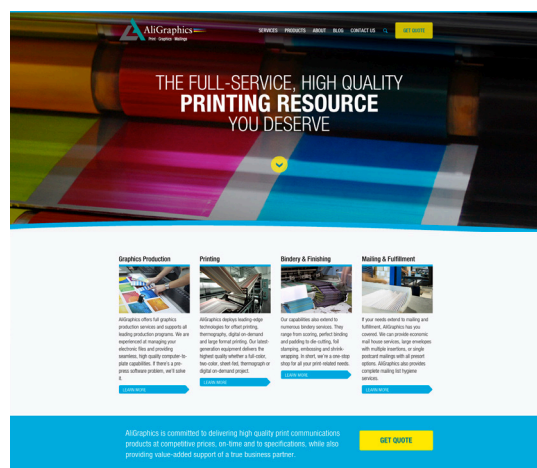
- Emergency Room Treatment
- Hospital Admission, Confinement, ICU
- Initial Office Visit
- Major Diagnostic Exam
- Medical Appliances
- Pain Management/Epidural
- Ambulance/Air Ambulance
- Physical Therapy
- Prosthetic Devices/Artificial Limb
- Rehabilitation and Transportation

For more information about Amalgamated Life's Worksite Accident Insurance and our entire portfolio of Worksite/Voluntary Benefits, contact: marketing@amalgamatedlife.com

AliGraphics Launches New Website

In order to make your online experience more convenient and user-friendly, AliGraphics has launched a new website. At www.aligraphics.com, visitors will find all the information they need about AliGraphics and its full line of high quality graphics production, printing, bindery and finishing, and mailing and fulfillment service.

Go to www.aligraphics.com and see how AliGraphics can serve your printing needs.



IN THE NEWS

Ellen Dunkin Served as Panel Member at the Association of Corporate Counsel 2015 Annual Meeting

Ellen Dunkin Senior Vice President and General Counsel of Amalgamated Family of Companies recently served on a panel titled, "Employment Law Update," at the Association of Corporate Counsel's 2015 Annual Meeting. Ellen's presentation focused on the areas of background checks in the hiring process and paid sick leave mandates.

Amalgamated Agency—2015 Best of Harrison Award

Amalgamated Agency has been selected for the 2015 Best of Harrison Award in the Insurance category by the West Harrison Award Program. Each year, the West Harrison Award Program identifies local companies that enhance the positive image of small business through service to their customers and community.

Amalgamated Life Named to "Ward's 50." It's the 5th Consecutive Year the Company Has Been Recognized Among the Nation's Top-Performing Insurance Companies

Amalgamated Life Insurance Company has been named to the 2015 "Ward's 50" group of the nation's top performing life-health insurance companies. The Ward Group (Cincinnati, OH) is the trusted leader of benchmarking and best practices services for the insurance industry.

According to Ward Group Partner and Head Jeffrey J. Rieder, "Based on Ward's annual analysis of the life-health industry,

Amalgamated Life Insurance Company is being recognized for achieving outstanding financial results in the areas of safety, consistency and performance over a five-year period, from 2010–2014.

Amalgamated Life President and Chief Executive Officer David Walsh commented, "This latest Ward's 50 honor is evidence of our organization's consistent fiscal, risk management and operational performance which can be directly attributed to our strong leadership team and sound business practices and processes which include ongoing benchmarking to assure that we are adhering to the highest standards."

Amalgamated Family of Companies Named to Top 50 In BenchmarkPortal's 2015 Top 100 Call Center Program

Two members of the Amalgamated Family of Companies—Amalgamated Life and AliCare, have been named to BenchmarkPortal's 2015 Top 50 category of Top 100 Call Centers in North America in the small-sized centers category. The BenchmarkPortal competition is recognized internationally as the premier call center program, which ranks call centers against key metrics of quality of service and cost efficiency. Each competing call center's metrics were benchmarked against BenchmarkPortal's database, the largest call center performance metric database in the world. This is the third consecutive year that Amalgamated's call center has been recognized as being among the best by BenchmarkPortal.

Online Member and Provider Portals Check Claims Status and EOBs

<http://members.aligroups.com>
<http://providers.aligroups.com>

Customer Service Hours

Monday–Thursday 8:00 a.m. to 8:00 p.m.
Friday 8:00 a.m. to 6:00 p.m.
Saturday 9:00 a.m. to 2:00 p.m.

Visit Our Websites

amalgamatedlife.com amalgamatedagency.com
alicare.com alicaremed.com
aligraphics.com aligcomp.com

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