

# ACA Solution:

## Avoiding the Mandate Penalties

**Our LESSONS LEARNED = BEST SOLUTIONS for you!**

In 2013 and 2014 EOI has implemented ACA Solutions for multiple clients and provided responsible solutions to over 80,000 employees nationwide.

*We can help you too!*

We have a proven record and can design a *custom strategy* utilizing our BEST SOLUTIONS APPROACH!

### KEY CONSIDERATIONS

- 1 Design the Right Product Mix
- 2 Determine a Contribution Strategy
- 3 Establish an Eligibility Tracking System
- 4 Communicate Plans to Employees

EOI = Results Driven. Goals Achieved.



### Design the Right Product Mix

#### Selecting the Right Product Mix involves:

- ◆ Analyzing company demographics to guide decision making process
- ◆ Auditing current benefits to determine if programs are best in class and to uncover gaps in coverage
- ◆ Choosing a voluntary benefits menu that will compliment core benefit offerings

#### Best Solutions include:

- ◆ Bundling self-insured and fully insured programs to offer comprehensive coverage options
- ◆ Offering plans that minimize ACA penalty exposure for both the employer and the employee
- ◆ Driving revenue to offset implementation costs including systems, communications and future services

ACA BEST SOLUTIONS - PRODUCT MIX				
1	OFFER Self-Funded Base Plans	MEC	MVP Non Hospital	MVP High Deductible
2	UPGRADE with Fully Insured Plans	Limited Medical	Hospital Indemnity	Limited Medical
3	ENHANCE mix with Voluntary Benefits	Accident Critical Illness Life and STD	Accident Critical Illness Life and STD	Accident Critical Illness Life and STD

### Determine your Contribution Strategy

#### Determining a Contribution Strategy involves:

- ◆ Analyzing short and long term company goals and objectives
- ◆ Planning for self Insured surplus funds and determining in advance how best to use those funds
- ◆ Deciding on appropriate Pre-tax vs. Post-tax deductions and what implications are associated with each

#### Best Solutions include:

- ◆ Avoiding claims exposure and minimizing financial exposure
- ◆ Setting self funded price point to aggregate attachment point and include monthly accommodation
- ◆ Insuring MVP is affordable while creating differential pricing to drive employees to MEC offering

#### DID YOU KNOW....

LOYALTY IS LINKED TO SATISFACTION OF BENEFITS.  
61% OF EMPLOYEES FEEL A STRONG SENSE OF LOYALTY TO THEIR EMPLOYERS WHEN  
THEY ARE SATISFIED WITH THEIR BENEFITS..

Source: MetLife's 2011 Broker Trends

## Establish Eligibility Tracking

### Establishing Eligibility Tracking involves:

- ◆ Understanding who is eligible for which plans
- ◆ Assessing current staffing strategies and policies
- ◆ Establishing tracking methods for variable hour employees

### Best Solutions include:

- ◆ Partnering with companies who can offer a tracking system
- ◆ Regular updating of enrollment system with newly eligible
- ◆ For high turnover employers, weekly data updates

## Communicate with Employees

### Communicating with Employees involves:

- ◆ Creating a branded campaign that is appropriate to your audience
- ◆ Timing a coordinated communication campaign
- ◆ Focusing on educational aspects, not just rules and policies

### Best Solutions include:

- ◆ Engaging employees via multiple touch points and mediums
- ◆ Tapping employer resources to best reach the majority of employees in the manner they are accustomed to
- ◆ Utilizing EOI resources to compliment employer resources

With the individual mandate taking effect in 2014 and the employer mandate (for companies with over 100 employees) looming in 2015, employers are placing more **priority on offering health insurance to all employees** and less priority on minimizing health care costs.

Source: Transamerica Center for Health Studies

EOI can design a Custom Communication Campaign for you!



service company, inc.  
employee optional insurance services

## About EOI

For more than 35 years, EOI has helped over 1,500 employers increase the effectiveness of their employee retention strategy by promoting their existing core and voluntary benefit offerings. We are appointed and licensed to capture insurance applications in all 51 jurisdictions with offices in California, Colorado, Illinois, New York, and Texas.

### EOI excels as a provider of:

- expert evaluation of the voluntary benefit market
- electronic core/voluntary benefit enrollments
- creation and distribution of total compensation statements
- coaching associates to appropriate medical plan options
- custom designed print communications

### Our focus is to:

- increase employee engagement and productivity levels
- deliver a consultative approach to both core and voluntary benefit offerings
- communicate a consistent message that coincides with client's strategy and goals
- provide product evaluation, benefit communication, and enrollment support of client's benefit offerings

### For more information about EOI, please contact:

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Please visit us on our website at [www.eoiservice.com](http://www.eoiservice.com)  
or scan here for a 90 second video introduction.



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