

case study

our approach to a successful PEO program

Regional mid-market PEO goal: enhance stewardship and strategic planning

Why Mercer

Our approach

- 1 Enrollment**
 Who? By knowing where the PEO population is enrolling in the plan, it will help guide the strategy into the most effective areas.
- 2 Plan performance**
 Plan performance is key to understanding if the cost-saving measures are achieving below trend savings over time.
- 3 Key cost drivers**
 Reviewing the key cost drivers each year allow us to successfully identify areas of potential savings to the PEO.
- 4 Population overview**
 Knowing the demographics of a PEO and what plans they purchase allows us to craft a custom benefits strategy.
- 5 Benchmarking**
 The Mercer benchmarking report is the "Gold Standard" in the industry. It allows us to accurately measure where the benefits are compared to the industry and then set a multi-year roadmap to align the benefits to where they need to be from a competitive standpoint.

Results: Valuable solutions to help support your top goals and objectives

Measuring current successes and identifying future needs.

Financial

 <p>9 new rates bands added</p> <p>to ensure competitiveness with the market</p>	 <p>implemented GHQ</p> <p>as an extra layer of risk review in the underwriting process</p>
 <p>evaluated 31 prospects</p> <p>increased close ratios by 10%</p>	<p>Reduced carrier renewal increase from 9.0% to 7.9%</p> <p>~\$125K in annual savings</p> 
	 <p>Provided master plan financial reporting of health plan performance by client</p>

Engagement

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Created renewal books for all Master contract entities for all lines of coverage
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Worked with sales leadership to develop monthly sales training improving benefit acumen
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Lowered turnaround time from the carrier on PEO to PEO review from two weeks to five days
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Launched Mercer Affinity Direct Quoting Tool as the second option for carving out opportunities

Plan management

	 <p>Produced ongoing plan compliance and regulatory notices</p>	 <p>Assisted with all non-Master contract renewals</p>
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Future state

We envision a future state where a benefits program delivers clear, differentiated value to you and your employees.

Our commitment

Mercer is in a unique position to deliver local support with deep expertise and help employers derive greater value from their benefits.

Contact us to learn more.