

Free carrier connectivity



No more wrong bills



Easier participation requirements

BernieBill + Unum

Creating a level benefits playing field for small employers



BERNIEPORTAL
A Bernard Health Production



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INTRODUCTION

Nissan North America is one of the largest employers in BerniePortal's home town of Nashville, Tennessee. It offers employees the following benefits, as illustrated on its benefits website:

- | | |
|---------------------------------|------------------------------|
| ① Health | ⑧ Short-term disability |
| ② Dental | ⑨ Long-term disability |
| ③ Vision | ⑩ Pre-paid legal protection |
| ④ Life | ⑪ Critical illness insurance |
| ⑤ Voluntary Life | ⑫ Accident insurance |
| ⑥ Health Savings Account | ⑬ Identity theft protection |
| ⑦ Flexible Spending Arrangement | ⑭ Pet insurance |

Yes, that's right - 14 different types of benefits. Furthermore, those 14 different benefits are offered by a total of 10 different carriers and benefit providers.

The sheer volume of available benefits gives potential new employees the impression that they are going to be well taken care of at Nissan, which is part of why Nissan offers such a robust benefits package.

How do you think it compares to the average small employer in Nashville, Tennessee? You guessed it - Nissan's package looks far better. The average small employer's package looks something like this:

- | | | | |
|----------|----------|----------|--------|
| ① Health | ② Dental | ③ Vision | ④ Life |
|----------|----------|----------|--------|



INTRODUCTION cont.

Why does the small employer offer so few benefits versus Nissan? Most people who are not in our industry would quickly say that cost is the reason, and that a smaller employer simply can't afford to offer as many lines of coverage as a big corporation. But so many of the missing benefits can be offered at no cost to the employer. Indeed, even Nissan only offers many of them on a voluntary basis.

The actual reason the small employer's package is so much less competitive is not because of cost. Rather, it is because of the administrative burden of offering so many benefits. In other words, "soft costs" as opposed to "hard dollar costs." Offering all of those other benefits imposes a significant administrative burden that Nissan can manage much better than a small employer.

BernieBill + Unum minimizes that administrative burden, reducing the "soft costs" of offering more lines of coverage to employees. This allows the small employer to broaden its benefits package and better compete with the Nissans in its market.

How BernieBill + Unum minimize administrative burdens

What do we mean by administrative burden? The challenge of a broader benefits package is caused by the high level of work required to manage additional lines of coverage. This work includes:

- 1 **Communicating eligibility to the insurance companies**
- 2 **Dealing with wrong bills from carriers**
- 3 **The friction imposed by carrier participation requirements**

BernieBill + Unum addresses each of these challenges, reducing the administrative burden and making it easy for small employers to offer robust benefits packages on par with much larger companies.

In the rest of this e-book, we'll explain exactly how BernieBill + Unum does this.



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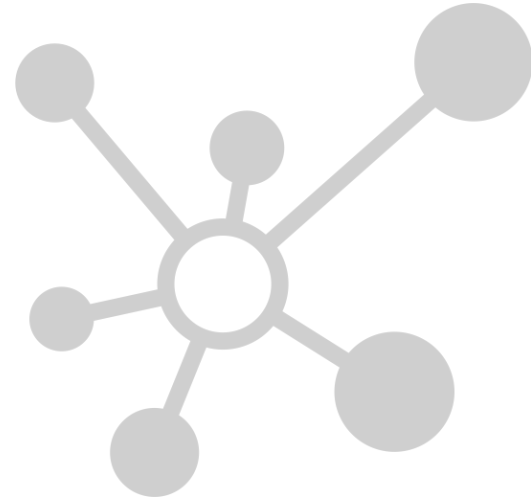
Area of Friction: Getting eligibility to the carriers

Communicating eligibility and enrollment information between a benefits platform and any carrier system is a significant challenge. The integration between systems—or the lack thereof—is an administrative hassle.

While some carriers are able to integrate with benefits systems, others lack integration capabilities, or will only integrate with larger groups. For small employers, communicating election information via paper forms or by manually inputting data on carrier websites is difficult, and represents a big roadblock in the way of expanding their ancillary options.

These methods are time-consuming and prone to errors. BernieBill + Unum solves this problem entirely by offering free carrier connectivity. This means neither you nor your client need to do anything to get eligibility to Unum, no matter how small the group.

This is because, with BernieBill, Unum uses BerniePortal as its eligibility database. Unum has its own login to BerniePortal and takes responsibility for getting any eligibility information it needs directly from it so that you don't have to.



Area of Friction: Billing errors

Have you ever had a client call you to complain that a bill they got from the carrier was wrong? Of course you have—it is an industry-wide problem. BernieBill addresses this issue by allowing the employer to get its bill directly from BerniePortal. This means no more wrong bills.

This is important because wrong bills are time-consuming and frustrating for all involved. They are also a deterrent for small employers who lack the staffing power to audit wrong bills on an ongoing basis.

With BernieBill + Unum, the bill is generated directly within BerniePortal, which means there are never any discrepancies between who is enrolled and what is on the carrier bill.



Here's how it works

Employers simply verify that the selected plans and rates are accurate and that those plans are marked as Unum plans. Once open enrollment is marked as “closed,” your bills will begin being issued via BerniePortal.

Access your current bill by sorting by benefit type or employee. If there are changes, like a new hire or termination, you can make the change before generating the bill, and you will see the bill adjust in real time. Then click “generate bill,” submit payment to Unum, and you are done.

If you later realize you forgot to add or terminate someone, you can make the change after the bill is generated, and the adjustments will show up at the bottom of next month's bill, accompanied by an explanation.

The result is that Unum, brokers, and employers alike spend far less time “chasing the paperwork.” This allows small employers to offer more benefits and be more competitive in the war for talent, without the historical administrative burden.



Area of Friction: Participation requirements

Historically, Unum required a minimum percentage of employees to enroll in order for the policy to be effective. If the minimum percentage was not met, the policy was cancelled. This was not an ideal scenario for anyone, particularly employees who wanted the benefit.

Unum imposed these requirements because they were worried about adverse selection. In other words, they worried that the employees with the highest risk of claims were the ones signing up if participation rates were too low.

BerniePortal, however, has a long track record of high participation rates. The online, information-rich, and easy experience it gives employees is what allows it to accomplish this. As a result of this track record, BernieBill + Unum users have a very low participation requirement on voluntary lines of coverage.



Conclusion

BernieBill + Unum is an industry-leading solution to the problems that have traditionally kept small and mid-sized employers from offering broader benefits packages. Employers want to give employees more choices and flexibility, and removing the administrative burdens associated with expanded ancillary options allows them to do so. Employees feel well taken care of, and carriers and brokers alike benefit from increased participation and reduced paperwork.

Interested in learning more about
BernieBill and **BerniePortal**?

Visit **WNCHealthInsurance.com** or call
(828) 681-8223 to schedule a
demonstration.

