

Sales Double for Association Employee Benefit Program in 18 months



With over 32,000 member companies and 127 chapters, Associated General Contractors (AGC) is a leading national association for the construction industry.

The Situation

AGC-OR performed a self-assessment of the health benefits program and found:

- The number of members was stagnant.
- There were no differentiated products or services.
- They had an aging insured member profile with increasingly smaller companies.
- There was minimal access to customer data from insurers.
- The underwriting experience of the medical plan was deteriorating with anticipated premium increases of 30-40 percent.

When offered an alternative, AGC-OR decided to make changes to assure the future viability of the program.

Results and Benefits

The results of this partnership program include:

- A 100 percent increase in the number of lives to over 10,000 within two years.
- Over 95 percent of new employers, and over 75 percent of all employers, choose electronic (EFI) payment processing resulting in a dramatic reduction of late payments to less than 1%.
- An 80 percent decrease in the number of retroactive premium adjustments.
- More than 75 new AGC-OR business members joined for the insurance program.

The Solution

AGC-OR retained the services of thinc, an Oregon-based insurance agency and administrator. thinc partnered with Concero Technology to provide services for the sales and ongoing management of AGC-OR benefit plans. This resulted in:

- A choice of distinct plans from two medical insurers.
- An expanded number of products and services offered to members.
- A broader program distribution of certified agents – all with access to online quoting, online enrollment and other online services.



MASTER THE BUSINESS OF BENEFITS

- A single point of contact at the AGC office building.
- A private-labeled “One Stop Shop” at the AGC-OR website.

Organizational Roles

Concero Technology: Once AGC-OR made the decision to work with thinc, Concero was the glue for implementing program changes. Concero helped all parties leverage web-based technology to creatively design and implement new products and simplified business processes for agents, insurers – and for AGC members.

For More Information

For information on Concero solutions and services, call 971.222.1900 or visit www.concerogroup.com

Jay Lewis

Vice-President, Sales

t. 971.222.1900

jaylewis@concerogroup.com



MASTER THE BUSINESS OF BENEFITS