



The Idea Exchange EBX Newsletter

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Thank you for reading our newsletter! This month's issue features new and exciting articles that could help improve your business and give you more insight into your insurance needs.

Regards,

Phil Bobadilla, President
We go beyond your expectations!

Healthcare Reform

While we wait for someone to make a decision on whether we really need healthcare reform or not, the business owners we have insured have their own ideas on what needs to be done. We all seem to agree on one thing, it's not healthcare that needs to be reformed, it's the cost of healthcare that "needs fixing".

Who can continue to receive double digit increases and try to offset the cost with increased sales?

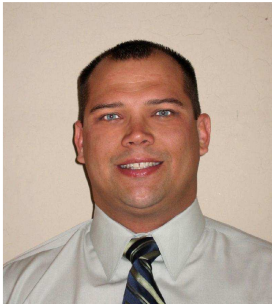
Who wants to keep making the decision of which plan to change to or how much to offset to the employees to keep the costs in line this year? I know I don't.

As a small business owner who also pays for employer sponsored group medical premiums, I also receive the same coverages and premiums that our clients do. We not only wait to see how Congress and the President interpret "Rreform", but we still have to plan for profitability and overhead costs as well. One thing we all know, but politicians do not have to deal with, is that we cannot continue to do business as usual and HOPE the cost of medical insurance goes down. None of us really believe that we can have an any doctor medical plan, rich benefits, no or very low doctor visit copays, guaranteed issue with no pre-existing waiting periods, and have the cost of this insurance coverage go down.

Admin Assistant



**Jason Holmes,
Group Broker**



**Marisa Bobadilla,
Customer Service Rep**



**Allen Crowder,
Sales**



Reality is that we have been raising deductibles and offsetting costs these deductible costs to our employees. Other cost shifting measures have been;

- a) Higher Rx Copays
- b) Higher Dr. Office Copays
- c) Higher Urgent Care Visit Copays
- d) A deductible applied to preventive care and lab costs.

We have been able to keep medical premiums trending around 10% to 12% by doing these things, but we have been ignoring the most obvious. That is wellness at work and at home. Understanding wellness programs and wellness awareness programs will be the key to reduced premium costs no matter what the "reform" outcome is. This is because 80% of chronic illnesses are preventable with the implementation of wellness programs. Programs that can be used at work and at home.

Every insurance carrier that has a web site presence has a wellness program that can be accessed via enrollment on their web site. Members can log on and join chats, monitoring programs, watch videos, listen to lectures, have a nurse line availability and many more things. Weight loss programs, diabetic information programs, consulting, and physician referral programs help employees to educate themselves and can alter their lives and promote a longer healthier lifestyle.

Phil Bobailda, President

Small Employers and HRA--Do the two go together?

Now-a-days, employers of all sizes are searching for affordable healthcare coverage. The search is especially more intense in the small business arena, where a few dollars can make a big difference.

One of the most successful solutions to affecting your bottom-line dollars as it comes to healthcare costs is taking a closer look at CDHP (Consumer Driven Health Plans) or HDHP (High Deductible Health Plans). By implementing these types of health plan designs, small businesses can achieve immediate reductions on insurance premiums as well as tax advantages. It is true that if we raise deductibles, it will also expose the employees to more potential risk during utilization. But the trade off is that it could drastically reduce your monthly premiums being a win-win for both parties. Hence, an HRA can be created with the premium dollars being saved by the employer and the employer will still have monies left over to allocate towards other business needs. The HRA is a funding mechanism that is solely funded by the employer and stays with the employer if the employee leaves

employment or is terminated from employment. One of the most common uses of an HRA is paying for part of the employee's deductible if they experience a deductible situation. Example would be: Lets say the deductible on the health plan is \$4,000. An employer may agree to pay \$2,000 of that deductible should an employee experience a major medical situation. How the plan is usually set up is that the employee will pay the first part of the \$2,000 deductible and the employer will pay the remaining \$2,000. The likelihood of an employee utilizing their deductible is about 25%. So the risk to the employer is fairly minimal.

But really, it makes complete sense. As employers spend less on premiums, they can afford to pump part of the savings back to the employees should the need arise. If only 25% of the group may be subject to a deductible situation then the employer will still be ahead of the savings game and all parties are winners.

While there is still no silver lining to the end of healthcare affordability crisis, employees deserves a basic level of healthcare coverage. HRA's have the potential to help make financial savings a reality for a small business and their employees. So the answer is Yes, small employers and HRA's DO go together.

Constance Lemere, Vice President

Pre-Paid Legal Services, Inc.

A "Right Now" Benefit

Life's peaks and valleys happen to everyone. Right now, some employees can be experiencing peaks (i.e. marriage, childbirth, purchase of a new home, etc.). Right now, others can be experiencing valleys (identity theft related issues, foreclosures, immigration issues, divorce, death, bankruptcy, etc.). People can plan for the worst and expect the best. Right now is a good time to plan and prepare for the best and worst of times. When life events happen, employees do not have to address them on their own. Whether employees are experiencing the best or worst of times, Pre-Paid Legal can offer peace of mind by providing access to a nationwide network of quality attorneys.

Pre-Paid Legal is a pioneer of the legal service plan industry in North America, and has been providing legal service plans to families for over 30 years. Our plans emphasize preventive legal care to help keep minor legal issues from becoming more serious or financially devastating to your workforce. Personal issues can adversely affect a company's overall performance and

profitability. There could be personal problems that employees face today which are legal related. An employee's legal problems can cost money in terms of absenteeism, reduced productivity and increased health insurance costs. Employees that are troubled, stressed out or distracted due to legal matters may not perform well. A legal service plan is more than just another benefit. It makes good sense for your business and your employees. Companies need Pre-Paid Legal now more than ever. Our services are available to provide employees confidence in making informed daily decisions and peace of mind in knowing they have access to a quality law firm. These legal service plans are available to assist employees. For additional information, contact Employee Benefit Exchange and speak to any member of the staff to learn more about this program.

Article Written By:
Tamra Amos, Independent Pre-Paid Legal Associate
Pre-Paid Legal Services, Inc., and Subsidiaries

National Bank of Arizona

In an uncertain economy, at least some things are certain, like the safety and security of National Bank of Arizona. Over the past 25 years, National Bank of Arizona has weathered many economic storms, and has remained a strong, viable institution. Although these are challenging times and the banking industry has been hit particularly hard recently, the safety and soundness of National Bank of Arizona remains strong.



- National Bank of Arizona has been in business for 25 years and is Arizona's fourth largest bank with \$4.8 billion in assets.
- A subsidiary of Zions Bancorporation with 135 years of banking experience and \$53 billion in assets. We continue to exceed the well-capitalized standard of bank regulators.
- The FDIC continues to demonstrate their confidence in Zions Bancorp financial health and capacity by continuing to ask for our assistance in working with failed banks.
- National Bank of Arizona has been ranked the #1 bank in Arizona for six years by Ranking Arizona Magazine.

Even in this very challenging environment, we continue to be safe and secure. Stop by one of over 75 branches or visit nbarizona.com for more information.

Written by:

Jon Newman
Marketing Communications Manager

Reminder About our Shoe Competition

We are still gathering shoes -- until Sept. 30th!

EBX is still collecting shoes for the "Keeping the Valley on Their Feet" program, put on by Advanced Foot Care. Dr. Robert Kuvent is the owner of Advanced Foot Care and is putting this event on in hopes of gathering enough footwear to facilitate the amount of underprivileged and homeless veterans in and around the Chandler area.

Remember, which ever client donates the largest amount of shoes will be featured in our October newsletter. We have a receptacle in our office, but we are also more than willing to come pick up your pile of shoes from your office!

We are so glad to be a part of this wonderful program and are very thankful for everyone's contributions. EBX is always eager to help our community and help those who risk their lives defending our country.

Thanks again!

Katelyn Sandoval, Admin Asisstant

Don't forget to check out our facebook and twitter pages!

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