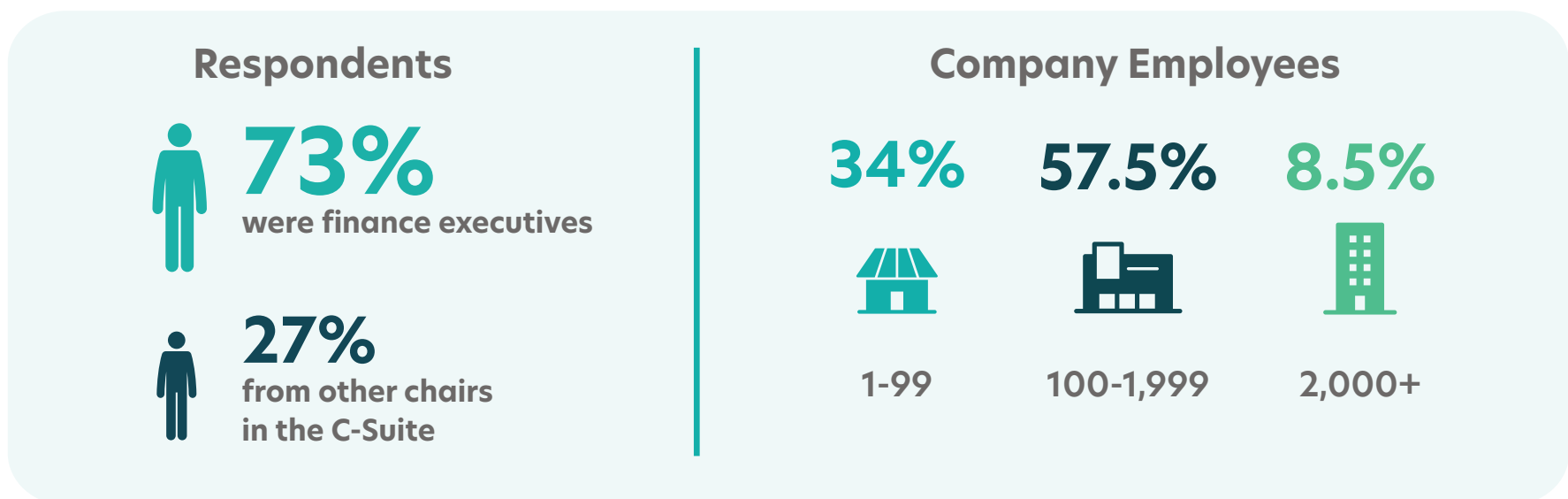


C-Suite Feedback on Broker Relationship and Cost Containment Strategies

The Imagine360 and BenefitsPro survey of ~100 executives revealed that most brokers have established solid, referenceable relationships with the C-suite. However, concerns over cost-containment effectiveness, the seeming lack of a long-term strategy, and infrequent communication puts these associations at risk. Respondents want brokers to be more consultative, present new options, and be more engaged.

SURVEY DEMOGRAPHICS



THE BROKER RELATIONSHIP

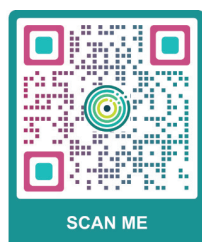


- I believe that healthcare brokers/consultants are:
- 31% (Smiley face) Primarily looking out for their client's best interest.
 - 54% (Neutral face) Looking out for clients and themselves.
 - 15% (Sad face) Mostly looking out for themselves/their carrier partners.

Executives indicated that half of brokers met with them just two times per year or less.



- OVER -



Download the complete results to share with your team today!

C-Suite Feedback on Broker Relationship and Cost Containment Strategies



Based on survey remarks, the C-Suite would prefer a deeper level of consultation and more frequent interaction.

PLAN FEEDBACK AND POTENTIAL RISKS



7.76%

Average health plan cost increase

Respondents were mixed about the value of their plan compared to its cost.



47.5%

EXPENSIVE

51.5%



FAIRLY PRICED



50%

did not see cost-containment savings from broker recommendations.



57.5%

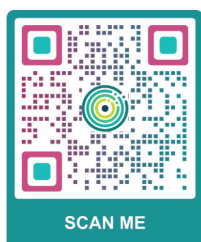
were unsure or did not believe that their broker had a long-term strategy to address rising health insurance costs.

Brokers need to talk with clients about reference based pricing



✓ **65%** would like their broker to present the solution.

✓ **3 in 10** employers are looking into RBP on their own.



Download the complete results to share with your team today!