



Renaissance™

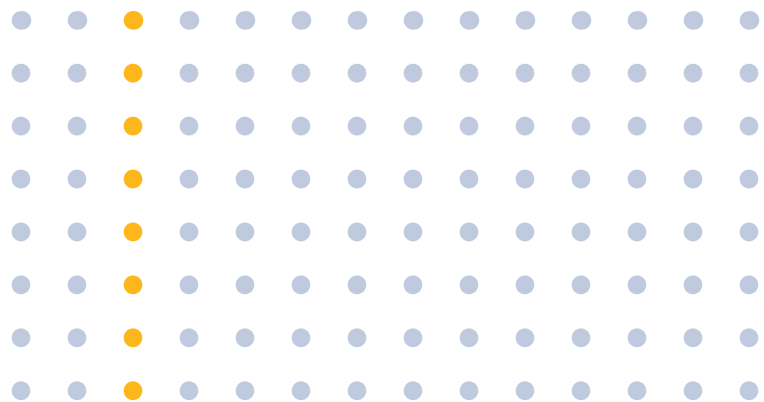
DENTAL • VISION • LIFE • DISABILITY



What Clients Really Want From Their Benefits Broker



8 Key Strategies to
Implement Now





Introduction

Today's employers are looking to brokers for more than just benefits procurement; they're seeking strategic guidance and more comprehensive business solutions.¹ So, what does this mean for you? It means that your role as a benefits broker and advisor can be more valuable than ever. All it takes is the right approach.

This guide features 8 ways you can **Stand Out** as a strategic advisor, expand your service offerings and help grow both your clients' business and yours.

8 Key Broker Strategies



Address key employer pain points

Your clients are looking to you for help addressing their most pressing challenges:

- Healthcare cost containment
- Recruitment and retention
- Benefits administration and communication

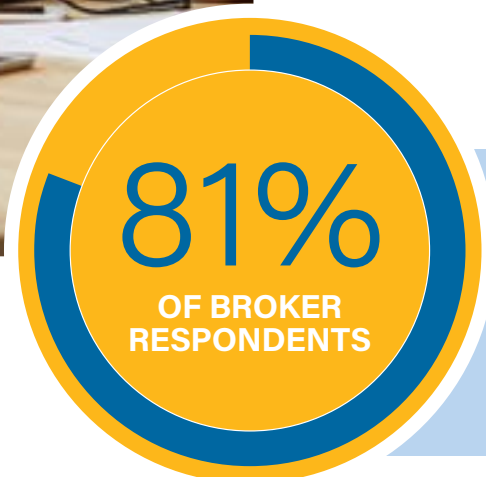
By prioritizing solutions that address these pain points, you can help deliver the right support where it is needed most.



Help clients design more personalized and tightly integrated benefits programs

Forget one-size-fits-all benefits packages. To attract and retain today's talent, your clients need customizable benefits designed to meet their employees' specific needs.

- Assess employee benefit needs by leading employee pulse surveys, analyzing data from digital solutions and benchmarking against industry peers.
- Build a thoughtful and evolving benefits strategy that speaks to all facets of employee well-being (physical, emotional, financial and social).²



In a 2023 survey, 81% of broker respondents said their clients rely on them to control healthcare costs — up from 66% in 2018.¹

STRATEGY 3

Address the growing need for mental health support in the workplace

The effects of the pandemic, coupled with economic stress, have created a workforce with a growing need for mental health services. You can help your clients address this need with the right mix of voluntary benefits.^{3,4}

- Group life and disability insurance can help alleviate stress when an unexpected event such as illness, injury or death disrupts financial security.
- Look for a carrier partner that offers additional solutions, such as an Employee Assistance Program, which provides services like counseling, health advocacy and legal and financial consultations.

Voluntary Benefits Planning Guide

When designing a benefits strategy with your clients, the first step is understanding objectives and employee needs. Use this helpful worksheet to guide your planning discussion.



**DOWNLOAD
WORKSHEET**



Check out the Renaissance Broker Toolkit for Promoting Employee Wellness.

**DOWNLOAD
TOOLKIT**

STRATEGY 4

Help clients use benefits to reduce employee turnover

Employees increasingly recognize that voluntary benefits play a major role in their decision to work for and/or stay with an employer.⁵

- Offer a smart mix of core and voluntary benefits to help employers support the diverse needs of their workforce and strengthen their value proposition.
- Voluntary benefits like group life and disability coverage provide employees with income protection that may help alleviate financial stress and improve retention.⁶



NEW FROM RENAISSANCE:

Cloud-Based Platform Provides Stand Out Convenience and Efficiency

The new Renaissance Operating System (ROS) offers a seamless digital benefits experience that saves time and increases accuracy for you and your clients.

- Simplified quoting
- Standardized proposal
- Fast and accurate case installation
- Automatic renewals and updated commission statements
- 24/7/365 access to benefits information
- Real-time eligibility and claim status updates
- Manage subscriber changes
- Print ID cards



Advise employers on how to optimize overall business costs

Your clients face constant pressure to control costs and maximize profits. As a broker, you can add important value by helping them optimize their overall expenses.

- Leverage benefits enrollment and utilization data to help employers make strategic decisions about where to allocate their benefits budgets for optimal ROI.
- Consider strategies such as updating benefits eligibility and offering wellness programs.



Create efficiency with smart technology

Innovative benefits technology can help improve the benefits experience for both employers and employees.

- Help clients use data to drive efficiency, provide personalized recommendations and enhance the customer experience.
- Look for a carrier partner whose digital capabilities create a streamlined experience for administrators and employees. They should have 24/7 access to view real-time eligibility, upload documents, manage claims, and more.



Provide valuable benefits communications support

Employee benefits communication is becoming increasingly complex as more employees seek help understanding not only how their plans work, but how they can manage their healthcare costs. A recent shift to a hybrid workforce has also made reaching and engaging employees more difficult.¹

- Develop educational messaging that helps employees better understand health care, their benefits and how to choose a plan that's right for their family.
- Incorporate digital communication tools such as virtual meetings, texts, emails, push notifications and social media posts.



5 Steps: How to Communicate the Value of Employee Benefits



Work with clients to improve the employee experience

An attractive benefits offering can only go so far if employees do not understand its value and how to use it.

- Use analytics, real-time insights and measurement to design benefits offerings that meet employees where they are and where they are going.
- Consider employee communication preferences and tailored messaging for both candidates and employees and their families.

We're always working on ways to better support brokers

This guide is a great example, providing the latest strategies to help you leverage voluntary benefits. In addition, this resource is an ideal complement to other recent advances Renaissance has made to help you build trusted client relationships and grow your book of business. For example, we've been making significant investments in technology to set us all up for the future.

Our new product administration system is a gamechanger

We've successfully implemented a digital transformation of our organization. This significant technology investment has reinvigorated our commitment to make ancillary benefits easier for you and your clients. One system for all group products delivers key advantages that help create an ancillary benefits experience that enables you to **Stand Out** like never before.

- Quicker information access streamlines the process for benefits managers.
- Data consolidation across all product lines enables us to meet changing customer needs more effectively.
- More responsive service simplifies benefits administration for everyone.

Transformative technology takes our "can do" culture to a new level

With our innovative cloud-based platform in place, there's a sense of excitement within the organization that the sky's the limit to unlock and create value for our ancillary benefits partners and customers.

Here are a few ways it can make a difference for you and your clients:

- Explore more options quickly to create premier benefits packages for clients of all sizes.
- Innovative business agility to customize plans and meet clients' needs.
- Increased efficiencies help improve costs and service across all our product lines.

I'm proud to head an organization that's dedicated to putting you and your clients at the heart of everything we do. Thank you for putting your trust in us. We look forward to helping you grow your business.



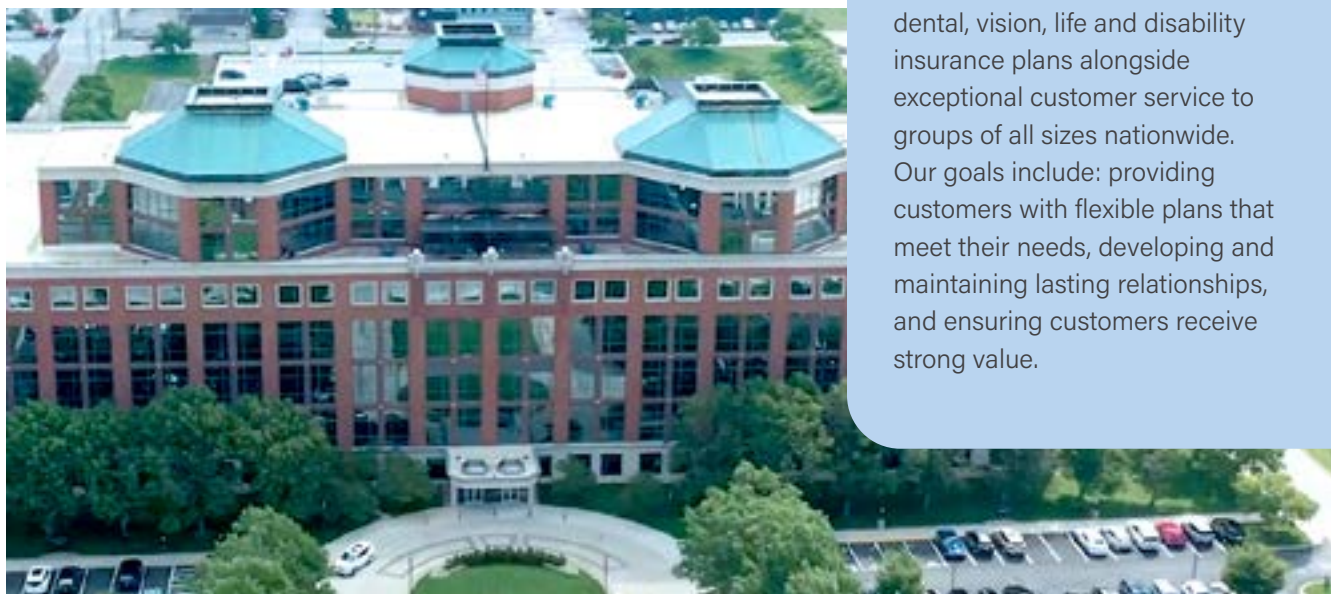
Diana Steinhoff, LMHC • President & CEO



We love putting you and your clients at the center of everything we do. ”

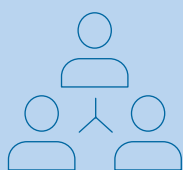
Why Partner with a Trusted Carrier

Employers are looking for strategic guidance and comprehensive business solutions from a broker that takes the right approach. That's why it helps to have a team of experts on your side whose core focus is making voluntary benefits easier for all concerned.



About Renaissance

Renaissance provides innovative dental, vision, life and disability insurance plans alongside exceptional customer service to groups of all sizes nationwide. Our goals include: providing customers with flexible plans that meet their needs, developing and maintaining lasting relationships, and ensuring customers receive strong value.



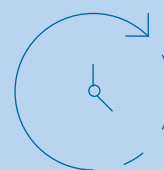
Strong Networks

400,000+ participating dental provider access points nationwide⁷; 120,000+ vision access points through VSP⁸



Outstanding Service

Our U.S.-based team anticipates needs and helps facilitate timely enrollments



Phenomenal Claims Processing

99% of dental claims processed within 10 days⁷



Voluntary Benefits Packages that *Stand Out*

Renaissance can help you deliver customizable voluntary benefits solutions for clients of all sizes. Visit **[RenaissanceStandsOut.com](https://renaissancestandsout.com)** for free resources to help you earn more business.



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¹ Buckey, Kim. "How the role of the broker has evolved." BenefitsPRO, July 2023, benefitspro.com/2023/07/18/how-the-role-of-the-broker-has-evolved/. Accessed Aug. 2023.

² Kelly, Tom. "Employer Perspective: How Voluntary Benefits Can Help Your Business Compete for Talent." HR Daily Advisor, April 2022, hrdailyadvisor.blr.com/2022/04/08/employer-perspective-how-voluntary-benefits-can-help-your-business-compete-for-talent/. Accessed Aug. 2023.

³ American Psychological Association. "Demand for Mental Health Treatment Continues to Increase, Say Psychologists." Oct. 19, 2021, apa.org/news/press/releases/2021/10/mental-health-treatment-demand. Accessed Aug. 2023.

⁴ U.S. National Library of Medicine. "Economic Stress at Work: Its Impact over Absenteeism and Innovation." May 2021, ncbi.nlm.nih.gov/pmc/articles/PMC8156033/. Accessed Aug. 2023.

⁵ Goforth, Alan. Employers respond to increased demand for voluntary benefits increases. BenefitsPRO, Sept. 2021, benefitspro.com/2021/09/29/employers-respond-to-increased-demand-for-voluntary-benefits-increases/. Accessed Aug. 2023.

⁶ Buckey, Kim. "How voluntary benefits help attract—and retain—employees in a hot job market." BenefitsPRO, July 2021, benefitspro.com/2021/07/07/how-voluntary-benefits-help-attract-and-retain-employees-in-a-hot-job-market/. Accessed Aug. 2023.

⁷ Renaissance Internal Data

⁸ VSP Internal Data

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