

The logo for Austin Business Group features the word "AUSTIN" in a serif font. The letters "A", "U", "S", and "T" are blue, while "I", "N", and "I" are red. A red swoosh underline starts under the "A" and ends under the "I". A blue five-pointed star is positioned above the second "I". Below "AUSTIN" is the text "BUSINESS GROUP" in a black serif font. At the bottom, the text "ON HEALTH" is centered between two horizontal lines.

AUSTIN
BUSINESS GROUP
— ON HEALTH —

Welcome! The meeting will begin shortly.

Announcements

- Thanks for joining!
- All participants will remain muted for the presentation
- Use the chat box for questions

Moderators for today's meeting include:



Tammy Killebrew – ABGOH Co-Chair



Cristina Garcia – ABGOH Co-Chair

Agenda



- Announcements & Introductions
- Presentation
- Breakout Session
- Breakout Sharing/Questions & Answers
- Closing Remarks

Today's Speaker



Patrick Mercer, CWP, CSCS, Pn1
Wellness Director
Frost Insurance Agency



10 Best Practices in Negotiating Wellness Program Funding

Patrick Mercer
Wellness Director
512-739-3114

Pmercer@frostinsurance.com

3/11/2022

Introduction

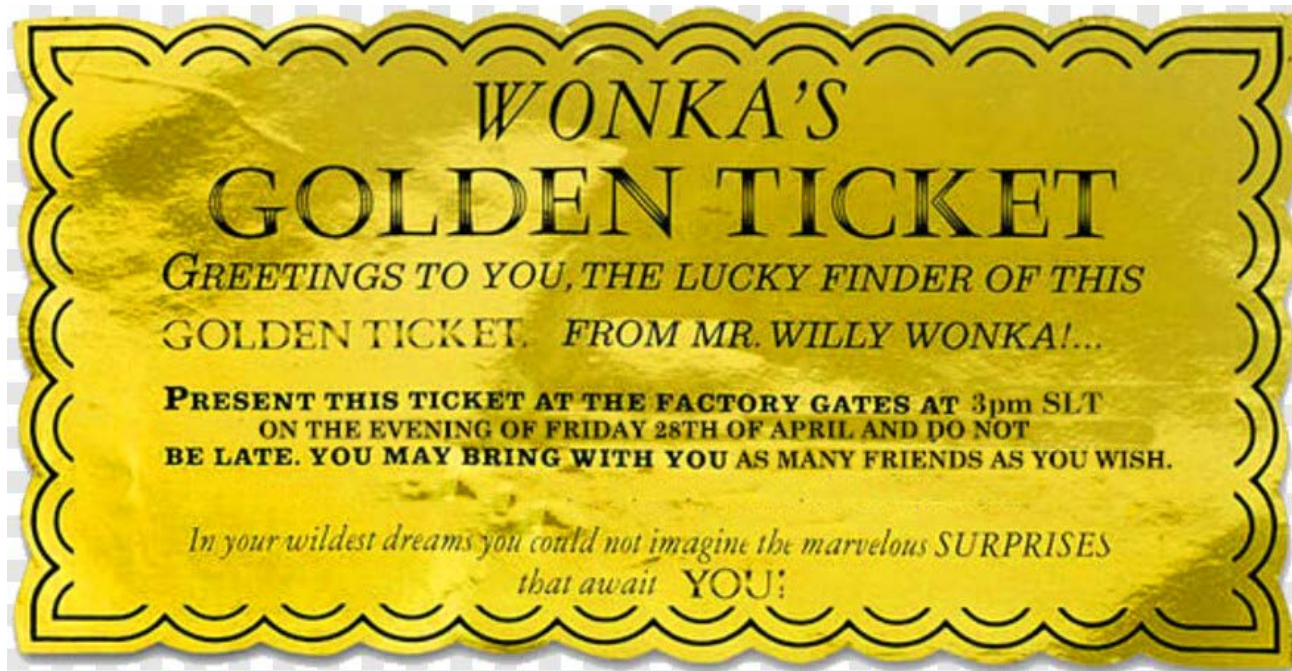
- Name
- Employer
- Tenure
- Job Duties
- Fun Fact



Visualization



Visualization



Visualization



Decision Paralysis

Challenges platforms, biometric screenings, flu shot clinics, disease management solutions, health fairs, coaching vendors, discounted gym networks, wearable devices, on-demand/virtual exercise classes, nutritionists, mindfulness/meditation apps, ergonomic evaluations, weight management programs, onsite gyms, financial literacy workshops, student loan contributions, incentives, etc.*

*This slide is meant to be overwhelming . . .

Budget



Spending



Backstory

- 2013
- \$10,000 (What is this?)
- Welcome To Corporate America
- Dream Job

Major Carrier Partners

- Cigna
- UHC
- Humana
- Aetna
- BCBS

Fund Structure

- \$2,000 - \$100,000
- Option 1 = Gift
 - Take It Or Leave It
- Option 2 = Loan
 - Additional Benefits
 - Flies Under The Radar
 - Removes The “Ask”
 - Use Now... Pay Later

#1 – Profitability

- Loss Ratio < 85%
- Carrier Profits



#2 – Tenure

- Contract Years
- Are You An Annual Hopper?



#3 – Relationships

- Employer / Advisor
- Advisor / Carrier
- Employer / Carrier
- Employer / Carrier / Advisor



#4 – Timing

- Middle Of Plan Year
- 3-4 Months Before Plan Renewal
- Hail Mary



#5 – Create Competition

- Carrier FOMO
- Competition Breeds Excellence



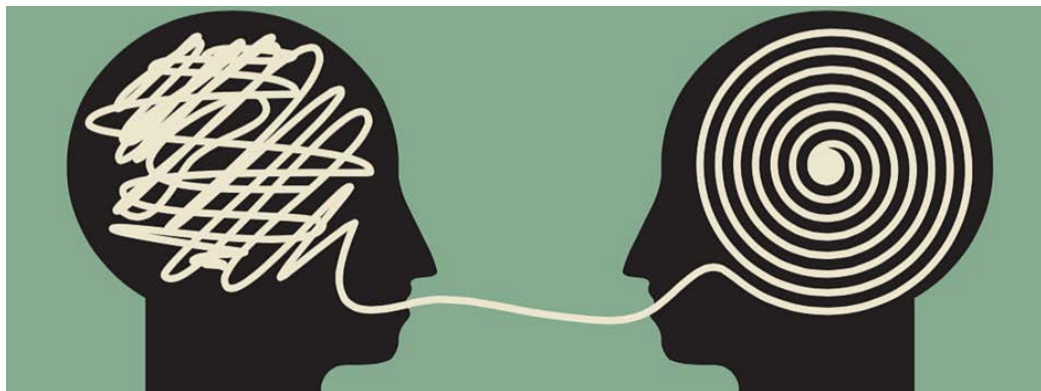
#6 – Have A Plan

- Strategy
 - Budget
 - Goals
 - Timelines
 - Communications
 - Etc.



#7 – Speak Their Language

- Buy-Up Options
 - Better Embedded Platform
 - Disease Management
- Carrier Partner Programs
 - Biometric Screenings
 - Third Party Administrators



#8 – Don't Be Selfish

- Ridiculous Amounts
 - “One Hundred Billion Dollars...”
 - Better Embedded Platform
- Receiving Other Gifts?
 - Admin Credit
 - Premium Holiday
 - Favorable Renewal



#9 – Review Current Resources

- Health Plan
- Ancillary Lines
- Agency Partners
- Community
- Business Partners



#10 – Sponsorships

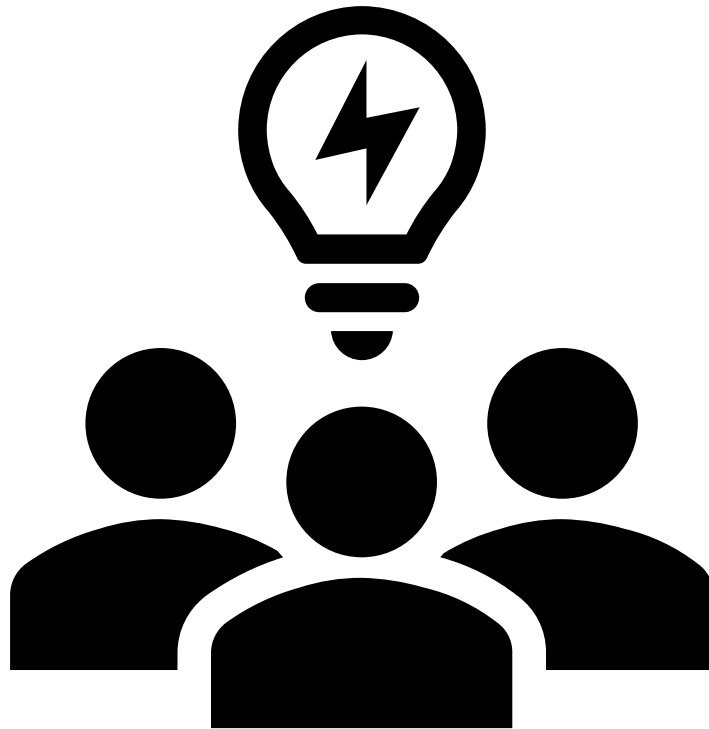
- Business Associates
- Carrier Partners
- Local Businesses
- Friends & Family



Recap

- Current Loss Ratio
- Tenure & Experience
- Evaluate Relationships
- Timing To Your Advantage
- Create Bidding War
- Have A Strategic Plan
- Speak Their Language
- Don't Be Selfish
- Review Current Resources
- Ask For Sponsorships

Breakout Sharing Session



Questions & Answers

- Use the chat box to share what you learned in the breakout session or to send your questions to our speaker.
- A moderator will read questions as they are submitted.



Closing Announcements



- Thank you to our speaker – Patrick Mercer!
- Today's presentation will be posted to the MHFC website.
- Session evaluation in the chat box.
- Don't forget to submit a 2022 Employer Commitment Form – link to online form can be found on the announcement email.

See you at our next meeting on *May 20, 2022*.