



Dear Fellow Business Owner,

You've had loyal employees for years, working hard to help you build your business and their future as well. Along the way, they earned a good living, put their kids through College. Some have been at your firm for many years and retired or thinking of retiring. You want to reward them for what they've done for your company. Plus attract qualified new employees to stay and grow. There's a way you can do that and control costs of doing so. Read this whitepaper, this will give you a start to understand how Atlantic Benefits Group can guide you.

Retirees and Retirement Approaching

Every day, 10,000 "Baby Boomers" turn 65

This presents both a challenge and opportunity to employers. How do you provide for your employee/retirees ageing in and how do you incentivize members of this group to stay until retirement?

Value of Retiree benefits

Improve employee tenure

Retain most experienced executives

Attract stronger candidates for employment

Fulfill a contractual obligation

Fulfil an ethical obligation

Remain competitive



SourceMedia Research

Nearly all the 587 respondents 95% agree that managing health care expenses, providing high-quality coverage and anticipating/predicting their future benefits program.

Yet only 69% feel they are very effective or effective at containing/managing health care expenses. More than a third 34% say they are not cost effective at anticipating and predicting future benefit plan costs.

Retiree Benefits

Less than half of organizations surveyed believe they are most effective at offering high-quality coverage from reputable carriers to their retirees.

Many felt this is an area open to improvement.

Employer Concerns/Drivers

Delivering flexible, more innovative plan options matched to member needs.

97% of the respondents said it's very important. 69% said effectiveness. 69% said Level of investment was a concern.

Simplifying medical benefits administration.

96 % very important. 94% said effectiveness. 82% Level of investment.

Facilitating preventative care and wellness.

95 % said very important. 66% said effectiveness. 64% Level of investment.



Providing easy enrollment and access to information for members.

90% said Very important. 85% said effectiveness. 62% Level of investment.

Anticipating and predicting future benefit plan costs.

86 % said Very important. 60% said effectiveness. 56% Level of investment.

Offering high-quality coverage from reputable carrier(s).

85% said very important. 76% said effectiveness. 54% Level of investment.

Containing/managing health care expenses.

80% said very important. 61% said effectiveness. 50% Level of investment.

Source: SourceMedia Research, Employee Benefits Outlook September 2013.

Recommendations for employers

Recognize that both small companies and large companies have alternatives when it comes to providing retiree coverage.

Consider how offering retiree benefits can help you attract and retain good employees and improve morale.

Offerings can be customized with programs that offer smooth transitions to retirees, spread costs across large populations to keep the financial burden down and provide comprehensive coverage to the entire workforce.



You might be surprised to find that there are both low-cost and no cost to employers alternatives available.

Benefits to Employers.

Transitioning from typical group insurance to individual products gets the employer out of the middle.

Cost-savings for employers (and retirees)

Employer can choose how little or how much to contribute.

Personalized transition planning and implementation.

Nation-wide solutions for all age 65+ Medicare retirees.

A choice of Subsidy options.

Split billing.

Simple approach that allows employer to directly subsidize the plan premiums.

- 1) Employer pays subsidy directly to carrier.**
- 2) Retiree is billed only the remaining unsubsidized portion of the plan premiums.**

Employer pay all.

Carrier bills employer

- 1) Employer may choose to pay 100%**
- 2) Employer may bill the retiree for his share through a pension deduction for example.**



Endorsed.

Retiree pays 100% of premium

Benefits to Retirees.

Cost savings.

Freedom to go to any Medicare Doctor or Hospital.

No referrals

Coverage wherever they live or travel in the U.S.

No Claim forms

Guaranteed renewable.

Summary.

Employers have options.

Employers do not have to shoulder the burden of retiree health insurance alone.

Employers can have peace of mind in knowing they have done the right thing for their retirees.

It can be simple.

It can be cost effective

This is where Atlantic Benefits Group can help. We've been working with Businesses and individuals since 2003 and in that time hundreds of clients have been navigated to an outcome that works for them and only them.



Please call today

New York Businesses 315-281-9534

FL Business Owners 321-223-1374

All other States 877-532-5115

Thank You

Joseph Cianchetti LACP
AtlanticBenefitsGroup.com

