



BENEFIT COMMERCE *group*

NEWS RELEASE

Scott Wood Explains Evolving Role of Employee Benefits Consultants at IHC Forum West Conference

Strategies, Solutions and Best Practices

Scottsdale, AZ, December 6, 2013 – Employers want solutions and long-term strategies for their employee benefits programs, from experts that can deliver proven results, Scott Wood, Principal at Benefit Commerce Group, told an audience Thursday at the 2013 FORUM WEST conference hosted in Las Vegas by The Institute for HealthCare Consumerism. Benefit Commerce Group is an award-winning Scottsdale-based employee benefits firm.

“Our business of providing employee benefits has rapidly evolved from a spreadsheet/procurement process to one focused on strategy and compliance,” said Wood. “Clients no longer want an inch-thick binder of choices; they want solutions targeted for their own situation. Even more important than that, they want long-term, sustainable strategies that set a direction and course for their organization, so they can avoid the annual hope of ‘pulling a rabbit out of a hat’.”

The marketplace for employee benefits has changed greatly in recent years, and successful organizations are utilizing “best practices” that have been developed based on emerging data on programs that have produced excellent results.

“There were 20 insurance companies to choose from for employer-sponsored health plans 15 years ago, and now there are 4 or 5,” Wood said. “It is no longer about finding an insurer who will buy the business; it’s about implementing strategies and practices that are proven to work.”

The proven best practices used by Benefit Commerce Group include:

- Full replacement with a properly designed Consumer Driven Health Plan
- Alignment of incentives/ disincentives
- Biometric screenings
- Health risk assessments
- Create ownership & accountability

- Educate & communicate
- Quality & cost transparency tools
- Health coaching
- Chronic disease management
- Integrated system support

“Once you have these practices aligned and a long-term strategy developed, it is then critical to make the business case to the employer and also to the employees in a structured, educational open enrollment meeting,” Wood added.

ABOUT Benefit Commerce Group

Benefit Commerce Group, the creator of its exclusive **Trend Neutralizer™**, is an innovative and award-winning employee benefits firm that is changing the healthcare cost paradigm, one company at a time. We provide employers with sustainable strategies to lower healthcare costs first-year and long-term and enhance productivity. Benefit Commerce is a “game-changer” for companies striving to control one of their highest expense items: employee benefits costs. We are not your typical benefits firm, and we are not offering typical cost-shifting techniques. Our strategies yield real savings for both employer and employee and also integrate meaningful consumer-focused employee health and wellness programs. Our technology enhancements also set us apart, as we offer methods to streamline HR functions from enrollment through ongoing employee communication and administration.

Among other awards, Benefit Commerce executives have received national recognition for two years in a row from The Institute for HealthCare Consumerism. Four clients of Benefit Commerce Group were awarded Healthiest Employers Awards in 2013 by the *Phoenix Business Journal*. Principals of the firm include Scott Wood, Johnny Angelone and Chris Hogan. For more information on Benefit Commerce Group, visit our website www.benefitcommerce.com.

For more information, contact:

Nancy Zalud

480-515-5010

Nancy@benefitcommerce.com