

# STREAMLINE YOUR BENEFITS PACKAGE WITH A PRIVATE HEALTH CARE EXCHANGE



## WHAT IS A PRIVATE EXCHANGE?

A private exchange is an online portal that offers multiple benefits plan options to employees, usually through a single carrier, allowing employers to shift to a defined contribution strategy and set a limit on their health care spend. Most private exchange platforms create an online shopping mall experience for employees that include decision-support tools and a complete benefits administration solution. Employees can also easily compare a variety of available plans.

## DIFFERENT FROM PUBLIC EXCHANGES

Private exchanges are not the same as public exchanges, which only provide medical coverage and require employees to use post-tax funds to pay for benefits.

A private exchange allows employers to provide full benefits offerings that include medical, dental, life, disability, and voluntary packages through either a single carrier or multiple carriers.

Employees choose their benefits through an easy-to-use online store that also provides them with resources to support good decision-making. Benefits are paid for by their employer's contributions and their own pre-tax funds, saving them more money.

## GROWING INTEREST

It's no secret that private exchanges are growing in popularity. In fact, 48 percent of employers are considering implementing a private exchange this year (with 40 million people expected to be enrolled through private exchanges by the year 2018).

## WHY EMPLOYERS CHOOSE A PRIVATE EXCHANGE

- Private exchanges can make it easier for employers to set and manage their benefits budgets through defined contribution. It enables employers to offer employees a specific amount of money to put towards their benefits. This allows employers to best predict and control their costs, and save money as a result.

- Private exchanges handle administrative tasks so employers don't have to; that includes automating eligibility and enrollment, managing payroll deductions, and responding to employee questions throughout the year.

## EMPLOYEE BENEFITS

- Private exchanges offer employees a variety of plans and products from which to choose, allowing them to select those that best meet their needs and their budgets.

- Employees can use decision-support tools offered on a private exchange self-serve website to receive personalized recommendations and compare plans and costs.

- By taking more responsibility and accountability for their coverage choices and understanding costs, employees not only come to value their benefits in a deeper way, but learn to become better healthcare consumers.

## EMPLOYEE COMMUNICATIONS

MMA offers employers the opportunity to take advantage of our award-winning Communications Practice by providing them with the *Private Exchange Employee Communications Toolkit*. It's designed to educate employees about their transition to a private exchange. Prewritten, predesigned, and ready to be tailored to your benefits plan and programs, the toolkit includes:

- A postcard announcing the move to a private exchange. This is designed to be mailed to homes to reach employees and spouses.
- An infographic that gives employees an overview of what a private exchange is and how it works in a visually appealing way. Clients can use these as posters or flyers in breakrooms and common areas, and/or post on their intranets.
- A buyer's guide to educate employees on how to navigate the private exchange and enroll in their benefits successfully. This piece can be delivered in hard copy or electronically.
- A narrated video presentation that employees and spouses can view online and on demand to best understand the differences between a traditional enrollment platform and the private exchange. The presentation also explains the nuances between public and private exchanges.

## THE POWER OF MMA

MMA provides expertise in benefits administration, communications, and plan design. We contract with all major independent and carrier exchange platforms, rather than one single platform and system, and have a proven track record of aligning employers' objectives with the best marketplace solution.

Our professional consultants work with local, regional, national, and global clients from both public and private organizations. Partnering with MMA gives you the opportunity to join our community and benefit from our insight, experience, and expertise.

**Let us help you evaluate whether a private exchange makes sense for your organization.**

**For more information visit us at [www.MarshandMcLennanagency.com](http://www.MarshandMcLennanagency.com) or contact your local representative**

## NOT ALL EXCHANGES ARE THE SAME

Variables include:

- Product Offerings
  - Medical/Rx Only
  - Medical, dental, vision, life, disability, etc.
- Exchange Sponsor
  - Consultant/Broker
  - Technology Firm
  - Carrier
  - Partnership
- Funding Flexibility
  - Fully-Insured Only
  - Both Fully- and Self-Insured
- Carrier Availability
  - Participating Carriers
  - Single Carrier
  - Multi-Carrier (generally not available to companies with fewer than 10,000 employees)
- Benefits Administration Services
  - Online Enrollment Platform
  - Payroll/Carrier Integration
  - Decision-Support Tools
  - Call Center Support
  - Employee Communications
- Target Market Segments
  - Small, Mid, and Large
  - National and Global