

Blue Essentials for Saskatchewan's Small Business

Thursday, January 21, 2021 at 10:00AM
Led by Larissa Bayet, Michael Carss and Kristy Kolach
Optional Dial-in: 1-866-816-4438 | Access Code 315-778-674



Presenters



Larissa Bayet

BROKER TRAINER,
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Michael Carss

ACCOUNT EXECUTIVE,
GROUP SALES



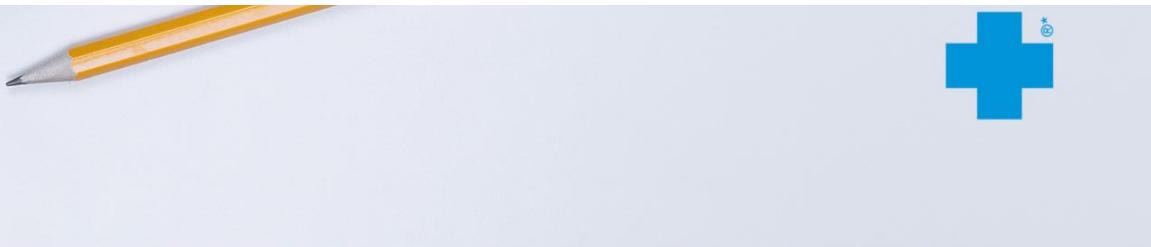
Kristy Koi

ACCOUNT EXEC
GROUP SAI



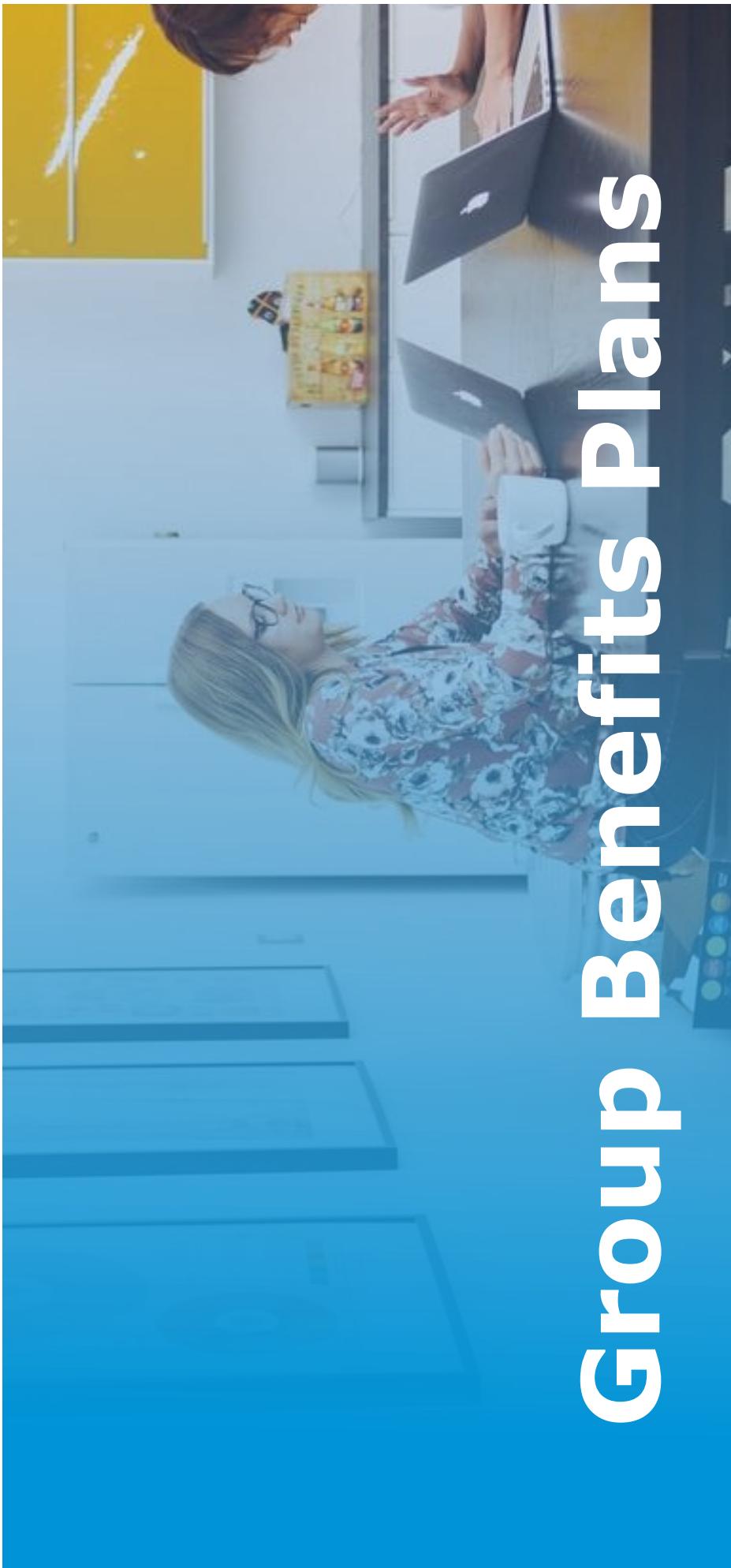
Agenda

1. Group Benefits Plans
2. Blue Essentials for Small Businesses
3. Personal Health Plans for Small Businesses
4. Transitioning group benefits
5. Kahoot
6. Question & Answer





Group Benefits Plans



Main Purpose of Benefits for Employers

- Protects employees from undue financial burdens
- Creates a culture that promotes health living
- Supports employee health and maintain productivity
- Improves retention and attraction of new employees



Main Purpose of Benefits for Employees

- Obtain peace of mind without medical underwriting
- Cost sharing with employer
- Lower rates
- Ability to convert upon leaving employment





Why Partner with Us?



Why Partner with Us?

Why SBC?

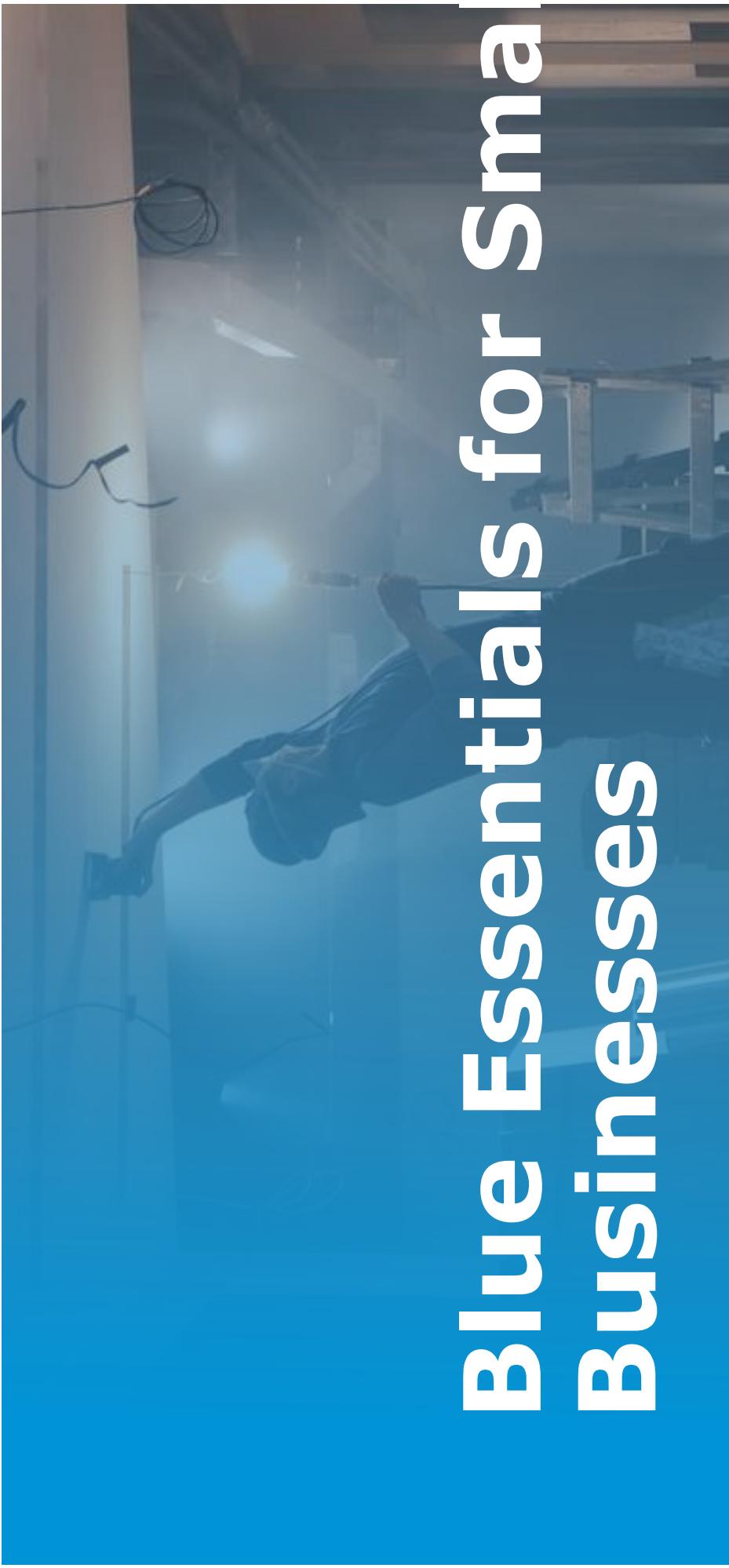
Why Group Benefits?

- Account Executives dedicated to supporting Brokers in all corners of the province
- Provide benefits to 60,000 employees
- We're committed to giving back to Saskatchewan
- A new revenue stream your Brokerage
- Opportunity to leverage existing relationships
- Cross sell to improve retention on your other accounts





Blue Essentials for Small Businesses



Mission, Vision & Values

At Saskatchewan Blue Cross, our culture is

Driven by a Mission to empower our communities on their journey to whole health and wellness

Inspired by a Vision for a lifelong health and wellbeing person in Saskatchewan;

Our Values

- We approach people with **empathy**
- We are **flexible and disciplined**
- We **build community**
- We are **ambitious**
- We are **dependable**



Solutions for Small Business

- Blue Chip (3 to 5) & Blue Chip Plus (5+)
 - Competitive analysis
 - Eligibility requirements
 - Key features/benefits
 - Rate competitiveness
 - Technology
 - Special Features



Introduction of Blue Essentia

- Features and Benefits:
 - Over 25 combinations of co-insurance and benefit major
 - Flexible, customized options
 - New and improved plan designs
 - Competitive pricing
 - Improved quote and onboarding turnaround times
 - First year Renewal cap of 75%
 - Selling with ease and support



Who Qualifies for Blue Essentials?

- Small businesses in operation 1 or more years
- Blue Chip and Blue Chip Plus
- All industries are eligible

3 to 9 Employees Blue Essentials

10 to 19 Employees Blue Essentials

20 or more Employees
Quoted by Underwriting

- **Exception:** Groups 10 to 19 employees with existing coverage are submitted to Underwriting for review





Blue Essentials Live Der

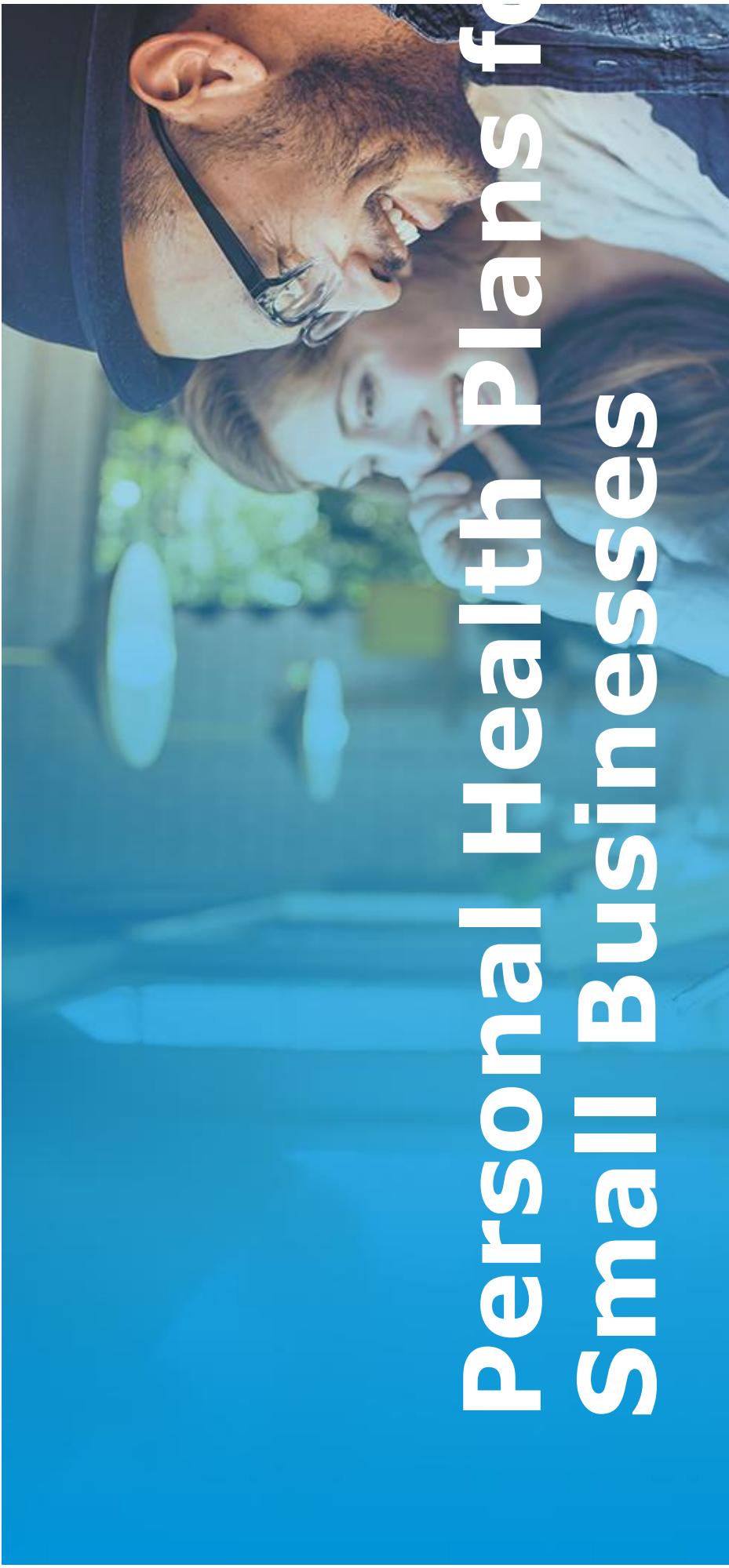
Interested in Obtaining a Quote?

- Quoting starts **TODAY!**
- Watch for upcoming Sales contest.
- Your Blue Chip and Blue Chip Plus group clients are eligible to enhance their benefits with Blue Essentials.
- Need additional 1-1 training for your Brokerage? Please contact us!





Personal Health Plans for Small Businesses



Personal Health P for Small Business:

- Entrepreneurs, Self-employed, Contractors
- Groups under 3 lives
- Temporary worker, seasonal employee
- Business experiences high turnover





Transitioning Group Benefits



Transitioning Group Benefits

- Group benefits can be converted to a Personal Health Plan
- Eligible to convert Health, Drugs, Dental and Travel benefit
- No medical questions, waiting periods, or interruption in coverage
- Must apply within 60 days of loss of coverage
- Additional revenue stream for your Brokerage





Thank You for Attending!



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- We will send you a link to the Session & C.E. Credits
- Please fill out the feedback survey
- Contact your Account Executive for a Blue Essentials Quote
- Questions? E-mail us at groupsales@sk.bluecross.ca





Questions?