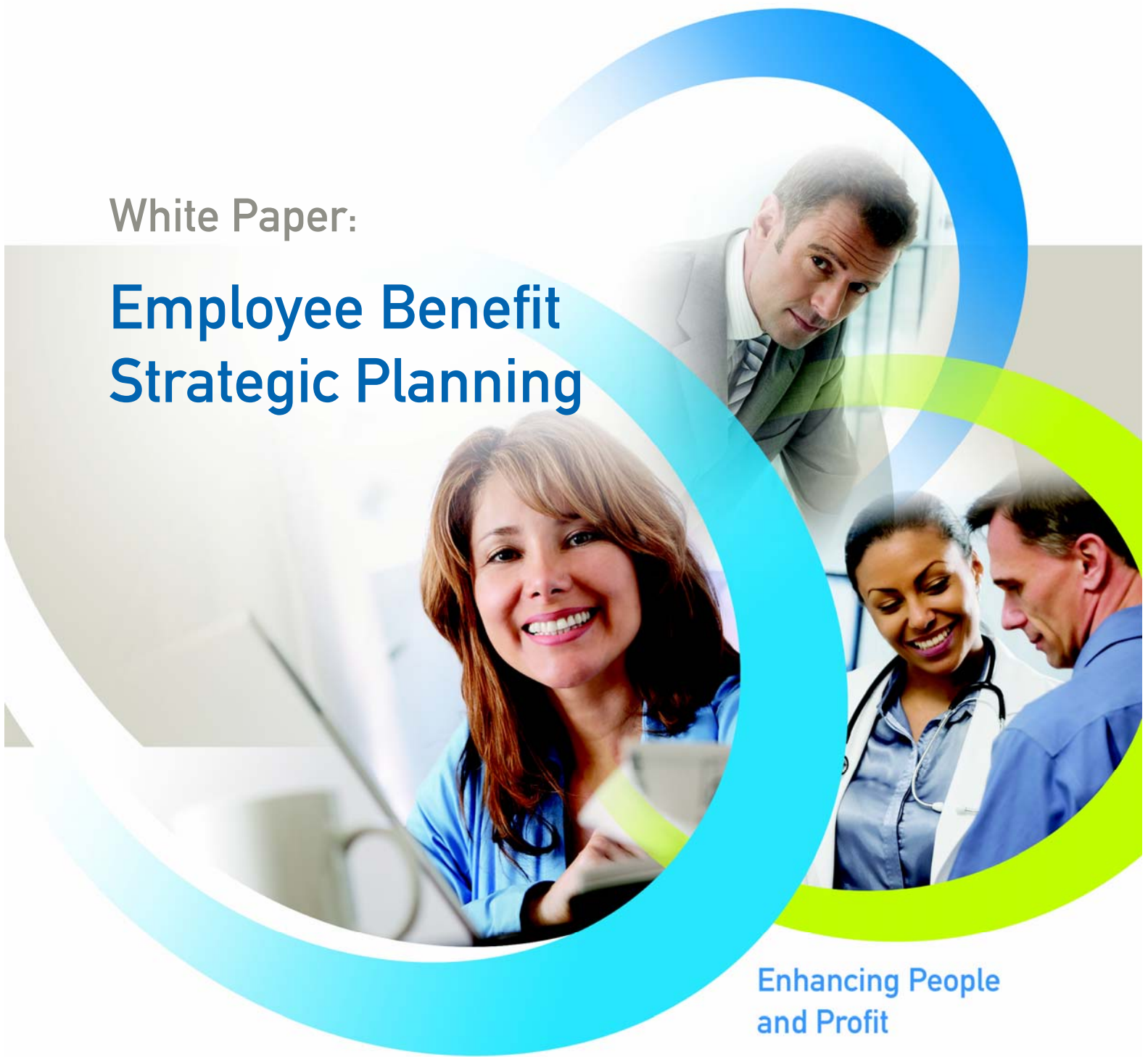


White Paper:

Employee Benefit Strategic Planning



Enhancing People
and Profit





Employee Benefit Strategic Planning

Most successful companies utilize Business Strategic Planning to set priorities and goals for the organization's future; outcomes include short-term goals and long-term strategies. A clearly written, well designed Strategic Plan can align business units, divisions and employees so that the vision of the management team and the mission of the company can be fulfilled. As companies evolve and the environment changes it is critical for companies to maintain a disciplined execution of the Strategic Plan.

An Employee Benefit Strategic Plan employs the same approach but is specific to Employee Benefits planning. In an environment of consistently rising health care costs, it is essential for organizations to take a long-term strategy with short-term objectives to control these costs.

Most companies execute all or some of the following tactics:

- Health plan and vendor selection
- Plan design and Consumer Directed Healthcare Plans
- Cost sharing
- Eligibility and coverage elections
- Health plan choices
- Communication and education
- Prescription drug benefit management
- Personal health management
- Wellness and Population Health Management
- Change management programs
- Administration and eligibility and enrollment support

These are all important tasks that need to be embraced. However, if they are not aligned with the Business Strategy, are done independently, and are not linked to a multi-year strategy they can become a source of frustration and may create unintended outcomes.

By adopting a Strategic Benefit Planning process, companies can make decisions regarding their benefits and health care with significantly less stress. Addressing the changing environment of health care will be approached with a more thoughtful long-term perspective and will be tied to the values and philosophy of the company.