

DYNAMIS CASE STUDY

Company Background

The company featured in this case study is an independent insurance brokerage. This full-service operation offers commercial, group health and personal insurance lines.

The Problem

This broker (referred to hereafter as the “Dynamis broker”) came across a prospect that was actively searching for a new broker. The 900-life employer was looking for representation, and was conducting a formal RFP process to select their new broker out of a pool of 15 local agencies. A committee made up of ownership, HR, Finance and others was making the hiring decision.

Addressing the Problem

Written proposals narrowed the field from 15 agencies down to 6 finalists, of which each was given 30 minutes to present to the prospect’s decision committee. The Dynamis broker was among that group of finalists and knew he needed a presentation that would stand out from the crowd. The other agencies presented their services and resources, including HR support, wellness and COBRA administration -- but the Dynamis broker took a different approach.

He emphasized that while these services are great value-adds, the decision to switch brokers should be driven by the ability to deliver plan designs that meet employer budget objectives, while minimizing the cost and out-of-pocket exposure to employees.

Using this strategy, the Dynamis broker took advantage of the Dynamic Plan Design tool to wow the prospect committee. Using current plan information the broker had obtained prior to the meeting, he used the Dynamic Plan Designer to illustrate quickly and clearly how alternative plan designs (such as a HDHP) could manage costs for both the employer and employees.



DYNAMIS CASE STUDY CONTINUED

Addressing the Problem, Continued

This approach propelled the Dynamis broker to the final two brokers under consideration, with one last 60-minute interview to present his recommendations and capabilities. During this final meeting, the Dynamis broker used the Dynamic Plan Design tool to illustrate a 3-year plan design strategy, adding an HSA and an HRA to the prospect's traditional offerings. He was also able to respond to requests by the prospect to tweak the plans - in real time - so they could collectively create the best plan design options for that employer group, saving both the company and employees money.

The prospect was extremely impressed with the Dynamis broker's presentation, and awarded them the BOR the same day.

The Result

Using the Dynamic Plan Designer, this broker beat out 14 other agencies to bring on a 900-life group, which was worth nearly \$100,000 annually in revenue.



I would definitely recommend the Dynamic Plan Designer to my peers, because it was our key differentiator in winning that deal. While the other brokers were convinced they were all better than each other, they were still telling the same basic story. We stood out from the pack by demonstrating specific plan design strategies that could be clearly communicated and changed in front of the audience.

