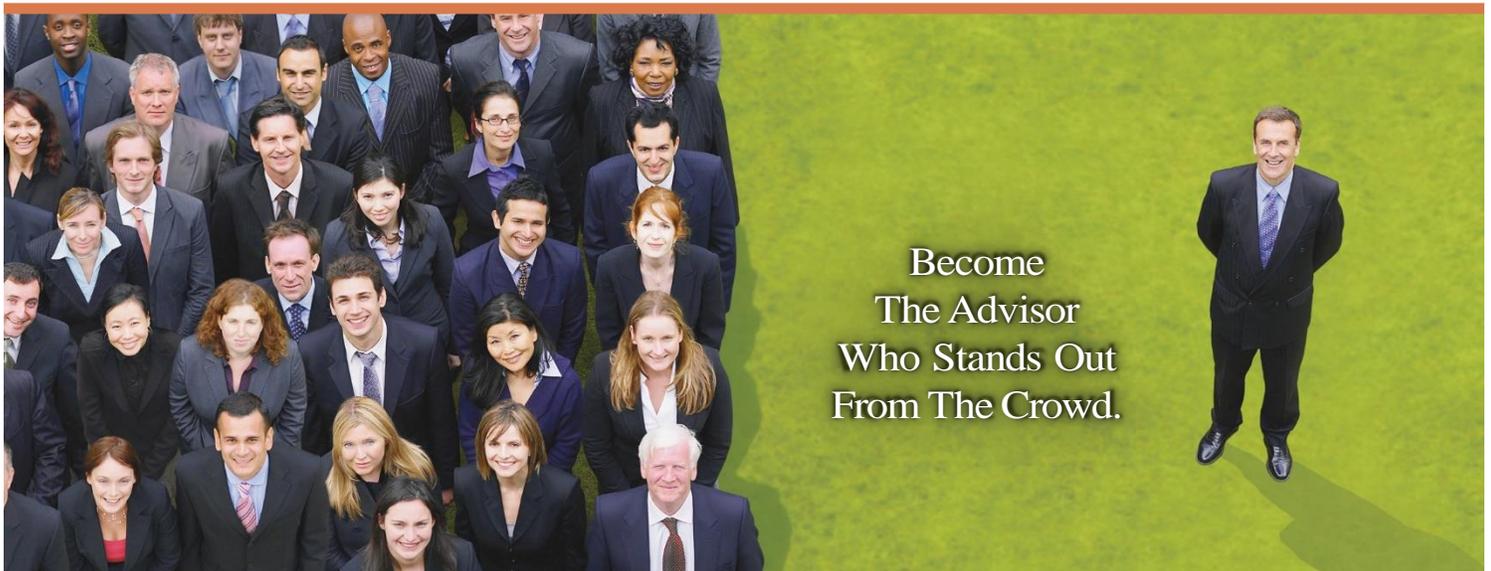




Introducing the Future of Health Claims Management

HealthKeys is a comprehensive, turnkey program that is revolutionizing how employer sponsored health plans are negotiated, purchased, incentivized and maintained. Selling this unique program is your chance to stand out from the crowd and become the advisor of the future.



Become
The Advisor
Who Stands Out
From The Crowd.

KEY BENEFITS FOR ADVISORS

Opens Doors To New Business

Discussing health claims management creates immediate interest from employers. It has a built-in “wow” factor that always gets you in the door, and the financial reward for your clients makes winning new business a collaborative effort. Current customers also see the value, making HealthKeys an easy add-on to existing accounts.

Locks-In Customers Through Data Ownership

Now you can control the predictive data that reveals health risks, triggers incentives, affects rates, and impacts your clients’ financials. Data is the key to the future of health claims management, and when you control that data, you create a unique consulting experience that employers value.

Secures Your Position As An Industry Leader

HealthKeys is a lucrative private label product that differentiates your firm. We’ve done the manufacturing. You just need to put your name on the package and present it to your prospects. Instantly, your business is seen as the innovator behind the newest and most customer-friendly health claims management tool to ever hit the market.

KEY STEPS IN THE PROCESS

Discover is designed to reduce an employer's health claims spend by helping participants navigate the confusing health care system ensuring educated use of their benefits while minimizing out-of-pocket and claims expense.

1. You Are Granted Full Access

As soon as you become an official HealthKeys advisor you gain unlimited access to all our materials, tools and technologies including:

- Predictive data
- Full reporting capabilities
- Communication Portal
- Sales Kit
- Customizable sales presentation
- Incentive Management Consulting

2. We Set You Up For Sales Success

Creating new consulting and sales opportunities, built around managing health claims, can be a daunting task. HealthKeys makes it easy for you to explain the program and its many benefits to your customers. Our sales materials are easily customized for your business, and our predictive modeling tool helps your prospects visualize why their program will be a success.

3. Our Unique Communications Strategy Helps Drive Results

- Health Risk Management Committee members view selected aggregate data, to de-mystify the process and create trust
- Participants log into the system to access their personal secure folder
- Timely and targeted communication creates additional interest from participants
- Participants are incented to speak with Care Managers eliminating the need for ineffective phone calls
- Care Managers educate and motivate employees, helping them to meet standards of care
- Integration with other claims management products creates additional savings for participants and employers

4. You Receive Updates And Control The Data

- Controlling the data allows you the freedom to move from one insurance carrier to another without losing valuable information
- You have access to status updates enabling you to provide customers with current feedback on overall company performance
- The communications portal allows for consultant/employer specific communication with participants
- Participatory incentives can be tailored specifically to your clients' needs

5. Success Comes In Many Forms

- High touch employee communication process creates a true team effort
- Employees are more successful in closing 'gaps in care', minimizing risk,
- Claims and stop loss premiums are reduced
- You possess a wealth of data that is used to negotiate rates on your clients' behalf
- Enhances your position as the innovative advisor of the future

For more information visit www.HealthKeys.net and "Contact Us."

