



## Introducing the Future of Health Risk 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

While HealthKeys is loaded with valuable tools for employers, this product was designed to help generate profitable new business for advisors like you. 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 finally control the employee biometric data that reveals health risks, triggers incentives, affects rates and impacts your clients’ financials. Data is the key to the future of health risk management, and when you control that data you own the business long term. Your clients will have no reason to look anywhere else.

#### Secures Your Position As An Industry Leader

HealthKeys is a lucrative private label product that differentiates your business. 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 risk management tool to ever hit the market.

## KEY STEPS IN THE PROCESS

Our proprietary online portal and “best-in-class” vendor partners make the entire process easy for you, your clients and their employees.

### 1. You Are Granted Full Access

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

- Predictive modeling tools
- Communication Program
- Customizable sales presentation
- Incentive support materials
- Sales Kit
- Full reporting package

### 2. We Set You Up For Sales Success

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 suite of one-of-a-kind modeling tools helps you personalize presentations for each prospect in regard to quantifying the success of the program, the appropriate mix of screenings, incentives, employee contributions, and a variety of other plan alternatives.

### 3. Clients See “Your” Program In Action

- Employees schedule biometric screenings with the online scheduling tool
- Nurses conduct screenings at the employer’s location
- HIPAA compliant reports are made available to you
- Results are promptly communicated to the employee and goals are set
- Health Coaches educate and motivate employees, enhancing success
- Monetary incentives are applied based on performance

### 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
- Biometric screenings are repeated annually to assess the performance of individual employees
- Goals and incentives can be tailored specifically to your clients’ needs

### 5. Success Comes In Many Forms

- Employees are more successful in achieving individual health-related goals
- Employee health and productivity are improved
- Claims and insurance 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](http://www.HealthKeys.net) and “Contact Us.”

