

Controlling Cost by Rethinking Benefits



Fred Hill
Executive Vice President &
Principal Managing Director
404 504.3855
fred.hill@balsers.com

Executive Benefit programs and administrative solutions can be redesigned to save corporate dollars and can offer better features, better coverage.

Companies are often paying too much or offering a less meaningful benefit than available if they rethink the plan.

Executive benefit programs and administrative solutions can be redesigned to save corporate dollars and can offer better features, better coverage, better plans. Not long ago, we combined the administration of 26 deferred compensation plans into 9. This resulted in significant savings – in dollars spent and time saved.

This is true for insurance as well. Companies are discovering that effective and adequate LTD coverage is found in sponsoring more than one plan, and different products. A comprehensive disability insurance program saves corporate dollars and can offer better coverage to executives, sometimes at no cost, for lost pay like bonus, retirement contributions and other forms of compensation. Carving out the highly paid executives, for example, stabilizes or even reduces disability premiums and liability risk – and provides your valued employees with portable and permanent policies. Our access to proprietary products, and unique enrollment and administrative systems allow us to offer better solutions to our customers that improve benefits and control costs.

LTD case study: cost control

Our consultative approach applies to all of our work. For example, after reviewing the company's existing disability plan, Balser negotiated a new plan design, communicated and enrolled the program, and integrated with the client's TPA for ongoing administration of the plan. The situation was favorable for creating change:

- Balser worked with its LTD carrier for more than a decade
- Rates varied from year to year, based on claims experience
- Rates/costs were generally trending up over the past five years

Different levels of employees within the organization have different types of compensation to protect. Balser re-designed a plan that resulted in immediate cost savings of more than \$200,000, projected to repeat annually. Moreover, the new plan reduced the company's exposure to future rate increases, and expanded coverage for key employees significantly.