

Better Solutions Life Insurance

Companies explore new approaches to provide more meaningful life insurance benefits. The process begins with a specialist like Balser Companies taking a second look.



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Group & Executive Life Insurance case study

Employers often hire consulting firms to “shop” their group life plans and check the market for better pricing. At no cost to the plan sponsor, Balser can review the current plan. For one client we recently did just that. For the past several years, this 12,000 employee hospitality company had paid the large national consulting firm who had helped manage their medical plans to market their life insurance programs.

The design of the life insurance programs had remained relatively the same over the past several years. The company realized that its coverage had several limitations and was interested in ways to provide additional features to some of its employees.

Better Life Insurance Solution

Large employers are generally better served with custom solutions. What this company needed was not available “off the shelf.” Balser analyzed the current life insurance plan design, and then re-designed a plan that incorporated non experience rated coverage for a portion of the benefit. Balser identified immediate cost savings of more than 18% annually on the basic life plan while reducing the company’s exposure to future rate increases, and doubling the coverage provided to key employees. We negotiated the new plan designed, communicated and enrolled the program, and integrated with the client’s TPA for ongoing administration of the plan.