

Customized Benefits Programs

ALA's Value In Partnership (VIP)SM Program provides tremendous benefits from world-class organizations for you and your law office. In this second part of an ongoing series, learn more about offerings from one of your Association's VIP Program participants: American Bar Insurance Plans Consultants Inc.

CUSTOMIZING THE BEST GROUP LIFE BENEFITS PACKAGE FOR YOUR FIRM

Today's progressive law firms know that as costs for benefits increase, the group life insurance benefits decision-making process becomes more complex. While it might be tempting for law firms to settle for an off-the-shelf program that addresses their benefits needs, a customized benefits program may be the right solution for your firm's unique benefits needs.

Customized benefits packages will appeal to all members of your firm for several reasons:

- They will help with recruiting, hiring, and retaining the best employees.
- Employees are more concerned about their financial security than ever before.
- Firms need to get the best value for their benefits dollar.
- An aging workforce has higher benefits expectations and needs.
- A more diverse employee group consisting of singles, women, older workers, and employees with non-traditional households is making more decisions about their benefits choices.
- Benefits tailored to employee demographics have greater appeal.

As the benefits decision maker, you need to balance your firm's unique benefits needs while being able to recognize what to look for in a superior group life carrier. A superior group life carrier should be an industry leader and be willing to work with your firm to provide easy-to-integrate solutions that align with the firm's needs and requirements.

A superior group life industry leader should offer:

- **Financial strength** that builds client trust and helps it to keep its promise to you – the promise to pay claims in a timely manner.
- **Products** to provide the choices and price options that appeal to all members of your firm: partners, attorneys, executives, and administrative staff.
- **Value-added services** that include customized programs and materials to communicate benefits information and help employees make informed decisions.
- **Customer service** that builds loyalty through superior care and attention to customers.
- **Technology** that supports busy administrators and allows employees to help themselves. Features to look for include real-time medical underwriting in 60 seconds or less, online quoting and transaction history for cash value accounts, underwriting status updates via e-mail, online beneficiary management for all benefits, and more.

To learn more about customized group life benefits packages and how they can help your firm, visit www.abiins.com. Or contact Ed Eller, Minnesota Life, a Securian Financial Group Affiliate, at (800) 606-LIFE (5433), Ext. 57903. ◆