



## Partner Services

### Product Promotion

Vendors of human resource and employee benefit administration services (such as payroll, 401k, COBRA, 125 POP/FSA, TPA's, Voluntary Benefits, and HR Consulting) face three common challenges—reduce customer acquisition costs, improve client retention and achieve product differentiation. Ebix/HealthConnect partners with such vendors to help them address all three of these challenges through an innovative portal for employers, branded HRConnect. Through HRConnect, vendors transform their offerings from “point solutions” (an offering that only addresses one aspect of an employer’s entire HR needs) to part of a “bundled solution” that is integrated seamlessly with complementary offerings from other vendors. These services are marketed as a single package in partnership with Ebix/HealthConnect’s 6,700 agency clients and delivered to the employer via the single HRConnect portal.



## Product Promotion

**HRConnect Integration:** The HRConnect portal enables employers to address their most important human resource challenge—the effective administration of their employee benefit plans. We work closely with vendors that assist with the administration of these plans (such as COBRA, CDH and 125 Plan Administrators) as well as vendors that address other areas critical to HR (such as payroll, 401k or HR Consulting). All vendor offerings are integrated seamlessly onto HRConnect so the agent can deliver to their client a single HR portal that addresses all HR management needs.

**Agency Partnership:** HRConnect is marketed aggressively by Ebix/HealthConnect's network of 6,700 agents. HRConnect is used by these agencies to differentiate themselves from other agents as well as to meet the competitive threat posed to brokers by PEO's and others. As such, HRConnect is marketed extensively and the services of our partners become an important component in providing the employer a system that addresses all of their HR needs.

**Incentives:** For brokers that sell the offerings of our partners, we provide monetary incentives and/or access to additional features and functionality otherwise unavailable to the broker, further enhancing the value proposition for brokers to sell your products.

## Why Ebix/HealthConnect?

**Significant Broker Client Base:** Ebix/HealthConnect has one of the largest health insurance agency client base in the United States. As such, we offer our partners a single point through which they can interact with a significant number of brokers and drive increased business activity.

**Unique Distribution:** Ebix/HealthConnect is one of the few small group multi carrier quoting services available in the United States, and has by a very wide margin the largest client base, geographic reach and functionality. HRConnect is the only product of its kind offered by multi carrier quoting service providers. As such, Ebix/HealthConnect offers the best, and only, outlet for our partners through this particular distribution method.

**Powerful Product:** By combining your service with the services of others, and coupling all of these with the local servicing capabilities and market knowledge of benefit plans by our broker clients, our partners become part of a bundled service offering that is without parallel in the country.

**Success-Based Pricing:** Ebix/HealthConnect's principal source of income from our ancillary partners is a percentage of revenue for business sold through our system—we only get paid if your product sells, so we are vested in your success. ■



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