

NextGen Benefits Boot Camp

faster. stronger. better.

It's Time.

Upgrade Your Expertise and Capabilities with NextGen Benefits.

Experience the refreshing new model that delivers a radically different approach to healthcare.

Break free from the BUCHAHs and **empower C-Suites** to take control of their health spend, reduce health care costs (*in the first year!*) and drastically improve the quality of care.

Reclaim Your Value

Employee benefits has become an exercise in serial failure that has drained the enjoyment & fulfillment from the business. *You love what you do right?*

Unfortunately, the failures of the current approach are making it nearly impossible to have that passion anymore - **and none of it is your fault.**

High out-of-pockets, unsustainable cost trends and ridiculous rate increases are not on the adviser. It's the broken status quo model.

NextGen Benefits is radically changing all of this.

NextGen Benefits Bootcamp is a **no-frills, intensive workshop** to get your agency into NextGen shape quickly and with a lot less effort.

Here's the game plan & what to expect:

- Designed for advisers new to NextGen Benefits and those advisers ready to accelerate these proven strategies for faster results.
- Curated with an elite faculty for intimate trainings of like-minded benefits professionals.
- Built in an immersive environment to learn, design and implement the essential strategies for NextGen benefits
- Developed with tactical processes and plans for successful implementation
- Made for a deep-dive into the actual techniques (no theory) with a step-by-step curriculum taken straight from the advisers selling NextGen in the C-Suite **now.**
- Supported by best-selling, ready-to-use textbooks, *Breaking Through the Status Quo*, *NextGeneration Healthcare* and *The CEO's Guide to Restoring the American Dream*.

You also receive a Boot Camp workbook and an extensive set of ready-to-run templates to expedite the implementation for your agency.

CURRICULUM

Master the C-Suite Conversation

NextGen Benefits Principle *NextGen Benefits is a strategic, financial conversation that belongs in the C-Suite. NextGen Benefits strategies require the buy-in and support of the CEO and/or CFO, i.e., an executive with the strategic decision-making authority and P&L responsibility that HR lacks.*

Key learning points:

- who is in the C-Suite;
- the motivations, wants, needs & buying habits of the CEO and CFO and how they differ;
- the C-Suite mindset and how it differs from HR;
- the key terms and phrases – and how and when to use them – that establish you as a business consultant and not a broker;
- the latest strategies for positioning yourself & presenting to the C-Suite;
- how to pivot from HR to the C-Suite without alienating HR.

Move to Fees & Performance-Based Compensation

NextGen Benefits Principle *Compensation transparency and fee-based compensation establish trust by aligning the adviser's interests with the employer client.*

Key learning points:

- how to have the conversation with the client to move from commissions to a fee-for-service model, when it's possible;
- how fees align your incentives with the client in multiple ways and why that is so important in NextGen Benefits;
- how to set and justify your fees;
- how showing employers who you work for, how you get paid, and what you get paid to build the trust that makes you the “trusted adviser”;
- the role of performance-based fees in NextGen Benefits.

Build Your NextGen Benefits Solutions Toolbox & Team

NextGen Benefits Principle *Alternative funding with an independent, unbundled TPA allows management of the health care supply chain to ensure quality and lower the cost of health care.*

Key learning points:

- deconstructing a fully insured health care plan;
- the NextGen Benefits strategies and tactics you need in your toolbox;
- which solution providers you need on your team;
- how to vet solution providers to ensure you have the right team;
- the 4 questions you ask to balance the PEPY/Noise teeter totter;
- the roles and responsibilities of a NextGen Benefits Adviser.

CURRICULUM

Move from Broker to Adviser

NextGen Benefits Principle *NextGen Benefits requires consultative advisers who can identify prospects' wants and pain points and use NextGen Benefits to solve their problems and provide them with what they want.*

Key learning points:

- the key difference between a broker and an adviser;
- how a consultative approach separates you from transactional brokers and establishes you in the C-Suite as a business consultant;
- the power of questions in the consultative process;
- the key consultative questions that identify what your prospects really want, engage –their emotions, and position your solution as the answer they're looking for;
- Ninja-like communication techniques that reduce prospect resistance and objections to dramatically increase your sales success.

Learn Alternative-Funding Essentials

NextGen Benefits Principle *Disintermediating a BUCAH fully insured plan to move to an alternative funding model for the employer's health plan is essential to gaining control of the health care budget and plan design. This control allows for management of the health care supply chain to ensure quality and lower costs.*

Key learning points:

- the high-level essentials of alternative funding;
- the different alternative funding models;
- how and when each model is indicated for a particular client;
- why all level-funded plans are not created the same;
- what differentiates best-of-breed level-funded plans;
- best-practice ways to explain self-funding to employers.

NextGen Benefits Strategy in an Economic Crisis

During an economic crisis, *the prospecting strategies and value propositions that worked before to win the letter of record are now a **losing** proposition. Those who cling to the old, status-quo approach risk irrelevance. Only those advisers who understand and can solve a company's most pressing needs will be able to engage the key decision makers and write new business.*

Key learning points:

- the #1 business priority of almost every company's C-Suite in an economic crisis;
- the three power words from the C-Suite lexicon to open the door and close the deal;
- how to get paid during a recession without displacing the incumbent broker;
- two proven, bolt-on strategies to deliver almost immediate savings to the company.

FACULTY



NELSON GRISWOLD

Managing Director
NextGen Benefits
Mastermind Partnership
Lead Instructor

Nelson Griswold is the leading architect of NextGen Benefits, the author of *DO OR DIE: Reinventing Your Benefits Firm for Post-Reform Success*, and lead author of the bestsellers, *Breaking Through the Status Quo* and *NextGeneration Healthcare*, two books that are part of the Boot Camp curriculum.

He is the Managing Director of the NextGen Benefits Mastermind Partnership, a national executive peer-exchange network for agency owners that has produced some of the industry's most recognized and honored advisers, including two recognized as *Benefit Adviser of the Year*, two selected as *Broker of the Year Finalists*, and numerous advisers named *Top Women in Benefit Advising* and *Rising Stars in Advising*.

The Founder and Chairman of ASCEND – The Agency Growth & Leadership Summit, Nelson writes a column for *Employee Benefit Adviser*, is an in-demand keynote speaker, and serves on numerous industry boards.



DAVID CONTORNO

Founder
E Powered Benefits

An outspoken advocate for change in benefits and health care, David Contorno is widely acknowledged as one of the nation's most effective benefits advisers. His numerous case studies document his ability lower costs for both employers and their employees while improving benefits for employees. A craftsman-like technician, he brings years of experience in both the C-Suite and HR department.

A popular speaker at industry events, David has been honored by *BenefitsPRO* magazine as the 2015 *Broker of the Year* and was recognized by *Forbes* magazine as "one of America's most innovative benefits leaders."



DEB AULT, RN, MBA

Founder & CEO
Ault International
Medical Management

Deb Ault is one of the foremost authorities on the NextGen Health Care ecosystem. As the leading expert on medical utilization management – a NextGen health plan's central nervous system – she understands how the various components work together and knows from experience the pitfalls and tripwires that wreak havoc and undermine results in a NextGen health plan.

She has been featured in *Employee Benefit Adviser* magazine and has spoken at industry conferences and C-Suite healthcare forums across the country.