

Course Title: Becoming the Feared Competitor

Course Description:

Technology has changed the way businesses manage daily tasks, including employee benefits.

This course will teach the audience about SaaS, software as a service, and how it's revolutionizing the healthcare industry and creating a massive influx of new industry participants. Attendees will learn how these tools make benefit enrollment easier, including online portals and how employers can use these to connect to their Payroll, HRIS and other systems.

1. Introduction (5 minutes)
2. A Changing Market (10 minutes)
 - a. Millennial work-force
 - b. Buyers demanding more than just benefits solutions
3. SaaS Background (10 minutes)
 - a. Definition
 - b. Statistics
4. Driving Force (10 minutes)
 - a. Changing Competitive Landscape, no longer just brokers
 - b. Emerging brokers are SaaS Brokers
 - c. Payroll & other Direct to Employer Entities
5. Scaling (10 minutes)
 - a. Micro Business characteristics and Group
 - b. Mid to Large size employers – expanded requirements
6. Positive Agency Impact (10 minutes)
 - a. Efficiency
 - b. Revenue generating integrations simplified
 - c. SaaS and Valuations at time of exit
7. Conclusion Q & A (5 minutes)