

SureCo Large Group ICHRA Done Right

SureCo's Proven Process Delivering 98% Customer Retention



About SureCo

Mission Driven

Improving the health and well-being of working Americans by building the first enterprise healthcare marketplace.

Built for Large Groups (250+ EEs)

A benefit administration & enrollment platform tailor-made for the priorities of large and distributed teams.

Experience and Results

60+ years of combined healthcare compliance and ICHRA experience, with 98% customer retention.

Lobbying Efforts

Instrumental in the lobbying efforts that led to the passing of ICHRA.

Meet SureCo's ICHRA Experts



Lori Infuhr
Enterprise Operations
Manager



Pete Mannix
Chief Product and
Technology Officer



Adam Olson
VP of Business
Development



Jennifer Ross
Director of Enterprise
Operations



Kevin Scott
Enterprise Servicing
Manager



Lindsey Unterberger
VP of
Product Marketing

Agenda

- 1 | What Is an ICHRA?
- 2 | Determining Fit
- 3 | Population & Financial Analysis
- 4 | Migration & Implementation
- 5 | Executive, HR, & Employee Education
- 6 | Fully Managed Open Enrollment
- 7 | Ongoing Administration & Support
- 8 | Q&A

ICHRA (Individual Coverage Health Reimbursement Arrangement)

- Offers easy, quality, custom benefits at scale
- Employees purchase health plans of their choice from the individual market
- Employers choose how much they contribute tax-free to coverage
- Companies save average 20% on yearly premiums
- Result of a bipartisan regulatory change that went into effect in 2020

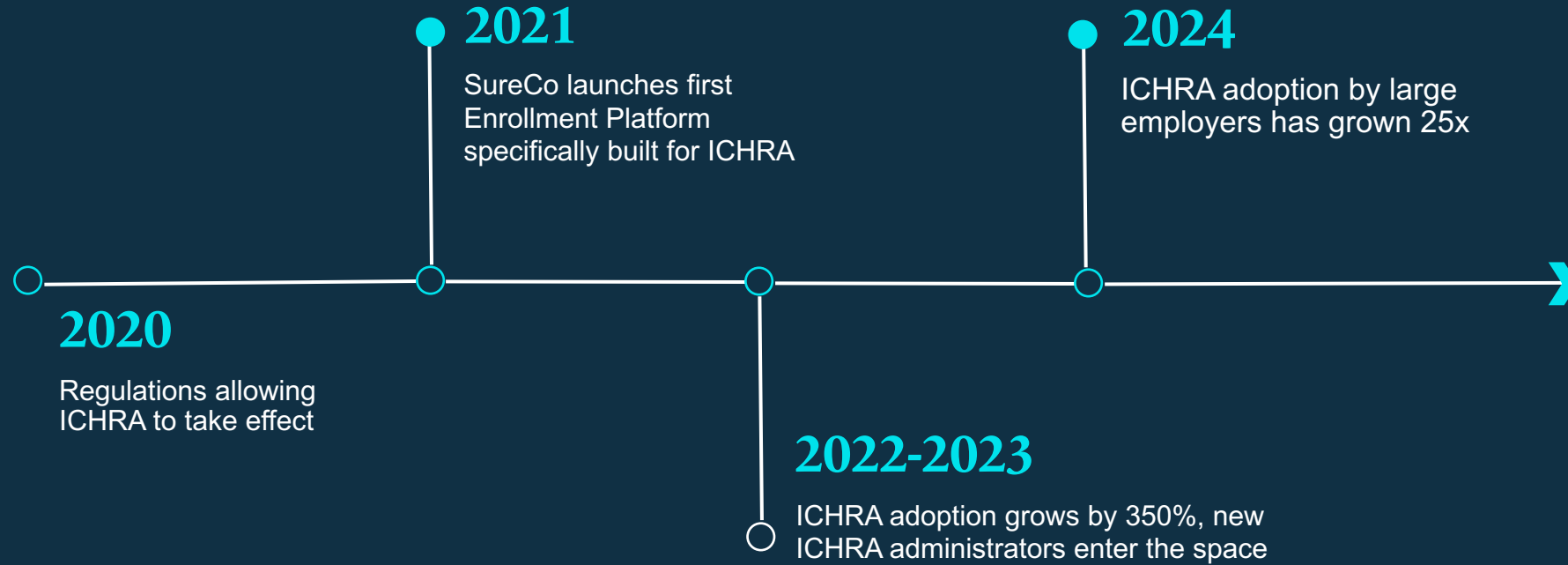
42%

of employers are considering an ICHRA for the upcoming year

63%

of consultants believe ICHRAs will take over at least 50% of the market in the next decade

ICHRA Timeline



Large Groups Are Different, Your ICHRA Partner Should Be, Too





Step 1:

Determining Fit

1

Determining Fit

2

Population &
Financial Analysis

3

Migration &
Implementation

4

Education

5

Open Enrollment

6

Ongoing Support &
Administration

Characteristics of Companies Best-Suited for an ICHRA With SureCo



Want to offer employees more plan choices



High-risk population or double-digit YoY premium increases



Multi-state employee footprint



250-10,000+ eligible employees



Forward-thinking, seeking long-term solutions



Step 2:

Population & Financial Analysis

1

Determining Fit

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The Outcome: Your Personalized Proposal

Prepared for:

Hospital System Customer

July 17th, 2024



Instruction: All blue cells are adjustable inputs

Current/Renewal		SureCo's Enrollment Platform	
Eligible Employees	10,459		10459
% Participation¹	68%		68%
Projected Renewal Increase²	7%		2%
		Total	Qty.
Platform, Admin, Service/Support Fee(s)³ (PEPM)	\$64	\$50	10459
Platform, Admin, Service/Support Fee(s)³ (Monthly)	\$669,376	\$520,210	-25%
Total Monthly Premium⁴		Comparable	% Difference
Total Monthly Costs	\$6,656,340	\$4,987,054	✔ -25%
Employer	\$5,389,171	\$4,569,315	✔ -15%
Employees	\$1,267,169	\$417,740	✔ -67%
Total Annual Premium⁵		Comparable	% Difference
Total Annual Costs	\$79,876,079	\$59,844,652	✔ -25%
Employer	\$64,670,050	\$54,831,775	✔ -15%
Employees	\$15,206,029	\$5,012,877	✔ -67%

The Precision & Expertise Behind Your Proposal



The Magic Happening Behind the Scenes

- ✓ Census review
- ✓ Plan match analysis
- ✓ ACA affordability calculations
- ✓ Discrimination checks (3:1)
- ✓ Age banding
- ✓ Employee classifications
- ✓ Contribution modeling
- ✓ Another ACA affordability check

"Every company tells me they'll be an extension of our HR team, but SureCo really is. Our Migration Specialist really got to know our team and quickly addressed concerns as soon as they came up."

—Derek Padon, SVP of Human Resources at
RFK Community Alliance

Step 3:

Migration & Implementation

1

Determining Fit

2

Population &
Financial Analysis

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Ongoing Support &
Administration

Our Service Organization



Migration Team

Education, training, platform, integration



Employee Experience Team

Supporting high utilization, QLE, 360 issue resolution



Customer Experience Team

Carrier support, Medicare, FEMA/Nursing/Billing experts



Compliance Support Team

Year-round compliance filing support for state & federal

3 Migration Questions Every Customer Asks

...and the internal efforts we make to answer them

Yes, Yes, & Yes!

1 | Will SureCo support my HR team during implementation?

- ✓ How much support would you like?
- ✓ What internal resources do you already have?
- ✓ How comfortable are you in the benefits space?

2 | Is the implementation timeline flexible?

- ✓ What's your internal change management process?
- ✓ Who are the key decision makers?
- ✓ When is your next Open Enrollment?
- ✓ Are there any blackout dates for your firm coming up?

3 | Does your platform work with my HRIS or payroll system?

- ✓ What system are you on?
- ✓ How is it set up?
- ✓ What infrastructure does it connect to?
- ✓ What are your privacy and security policies?

Migration & Implementation Support for HR Teams

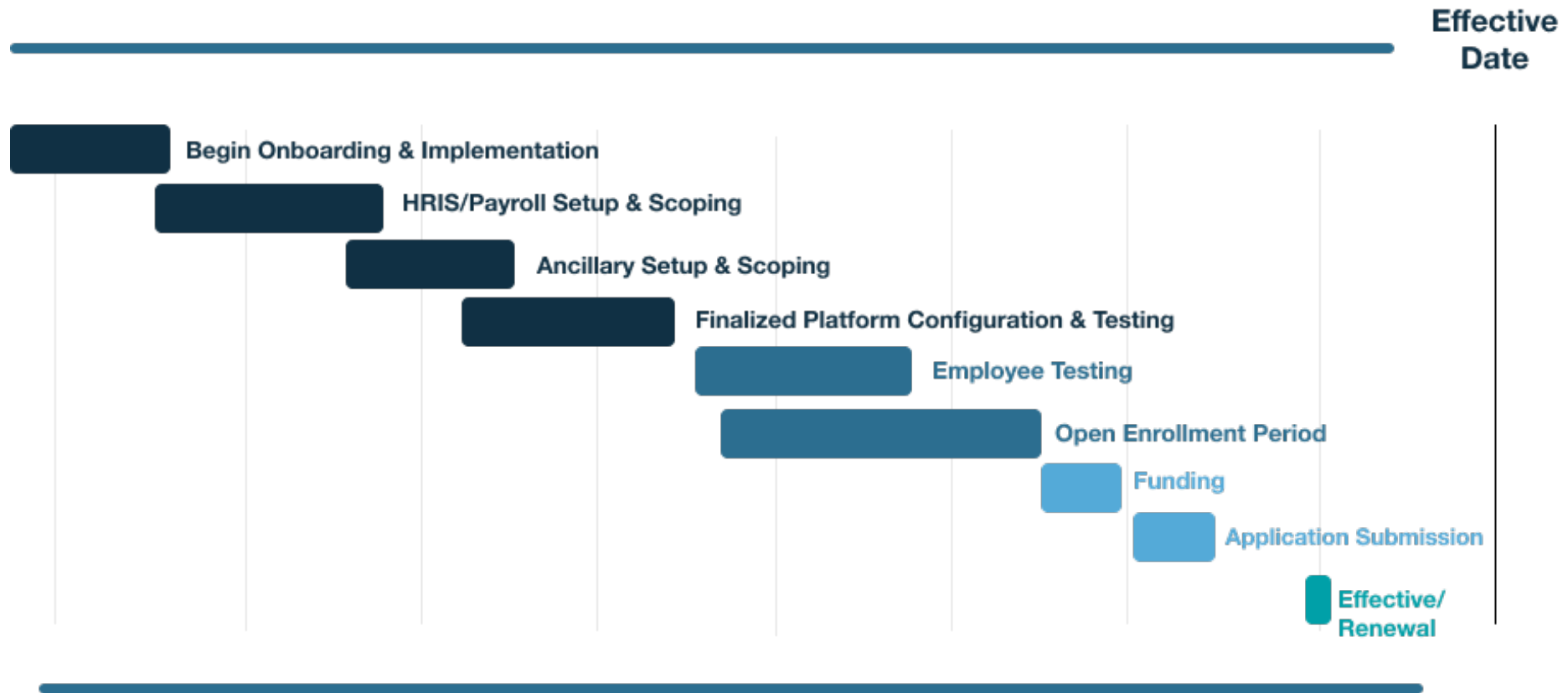
Every SureCo customer is assigned a dedicated Migration Specialist who will ensure a smooth transition of your company and your employees to an ICHRA.

- » Custom platform integration (implementation-configuration)
- » Team education, training, and co-branded materials
- » Communication and compliance documentation
- » Monthly reporting and analytics updates

Bragging Rights: SureCo's CS has had zero team turnover!

Your Implementation Schedule

Average 20-60 Days



How SureCo's Integrations Serve Your HR Team at Scale

- » You've invested heavily in your HRIS to make it your company's central hub.
- » Your HR team shouldn't have to rely on manual HRIS workarounds for such a large population.
- » You and your benefits consultant need a way to manage both ancillary and health benefits at scale.
- » Your employees shouldn't have to sign into multiple systems.

SureCo Works With Your Existing HR Ecosystem

Direct HRIS Integrations:

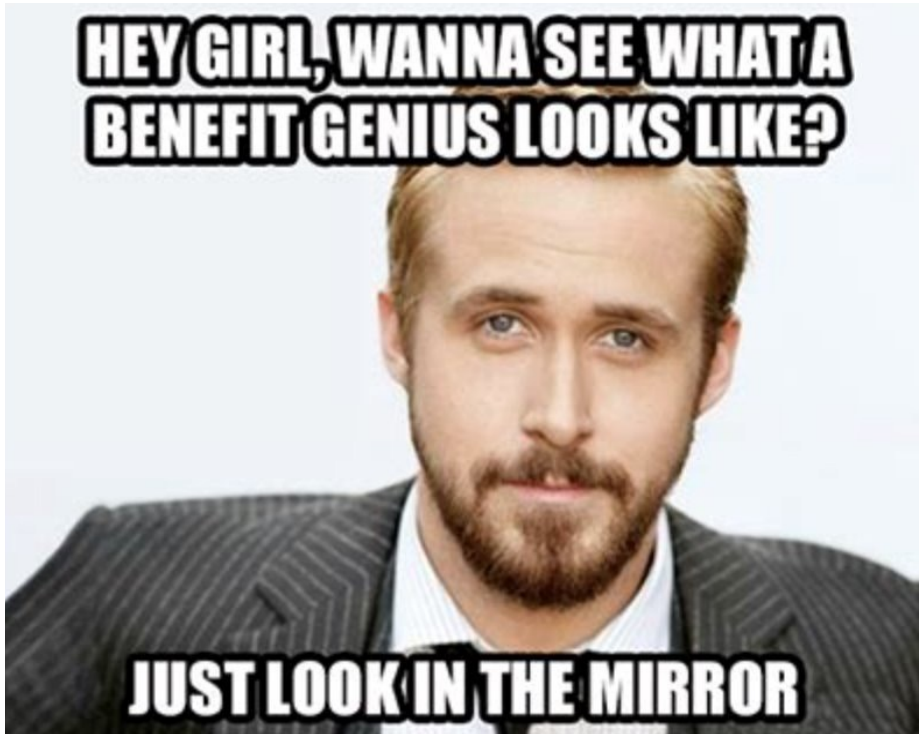


& more

One-Stop Experience for Ancillary, Too:



& more



Step 4:

Executive, HR, &
Employee Education

1

Determining Fit

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Ongoing Support &
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Educational Resources to Suit Your Needs



Communication Plan

- ICHRA explanation email templates for C-suite, HR, & employees
- Traditional health plan vs. ICHRA



Flyers & Handouts

- Employer & employee FAQs
- Health insurance glossary
- Plan type explainer
- Healthplan checklist
- Medicare benefits overview



Administration Guides

- New hires/terms/QLE
- Reporting requirements
- Medicare for employers
- Self-help articles & videos
- Spanish language versions of all & more!

2024 Benefits Open Enrollment!

We're excited to announce that Open Enrollment for health benefits at **The Boston Home** is coming soon! This is your chance to review and select the best health coverage options for you and your family.

Important Open Enrollment Dates
 Begins: Monday, April 22, 2024
 Ends: Tuesday, April 30, 2024
 Live Webinar Presentation: Monday, April 22 @ 3:30PM EDT

How to Enroll: Starting April 22

1. Scan QR code or visit <http://www.enrollme.sureco.com/login> and log in
2. Review the available health plans & select the one that best suits your family
3. Complete the enrollment process by the deadline to ensure your coverage is active

Need Help?
 Email: employee.experience@sureco.com
 Phone: (846) 989-4900
 * press 1 for English
 * press 2 for Spanish

A Guide to ICHRAs for Employees

Curious about your employer's switch to an Individual Coverage Health Reimbursement Arrangement and its impact on you? Let's break it down.

Things to Consider When Choosing a Healthcare Plan Checklist

Factores a Considerar al Elegir un Plan de Seguro de Salud

How to Enroll: Starting April 22

Need Help?

A Guide to ICHRAs for Employees

Things to Consider When Choosing a Healthcare Plan Checklist

Factores a Considerar al Elegir un Plan de Seguro de Salud



Live and recorded training presentations for all customers!



Step 5:

Fully Managed Open Enrollment

**"But won't this many choices
overwhelm my employees?"**

—Misty Lundstrom, Sr Dir Global Total Rewards,
Anuvu Technologies

1

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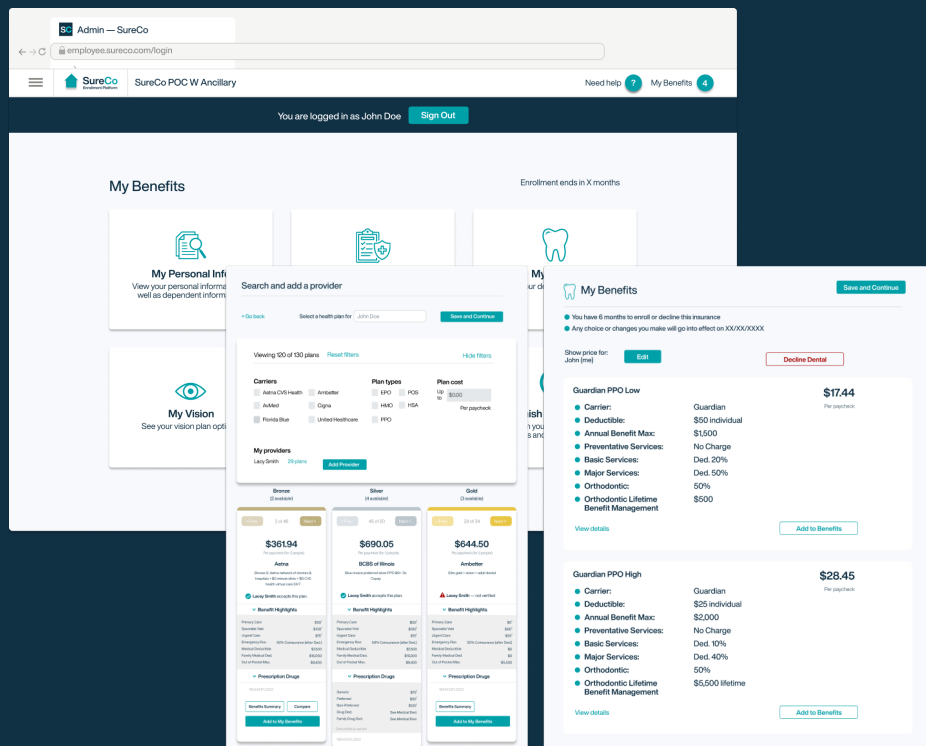
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Open Enrollment

6

Ongoing Support &
Administration

SureCo's Enrollment Platform Demo



For Employees

- » Provider lookup for preferred doctors and facilities
- » Employees can filter plans by metal tiers & plan types
- » Plan discovery, Medicare, & employee disability assistance
- » Easily compare plans based on unique employee preferences

For HR Admins & Benefits Consultants

- » Manage reports, employees, and enrollments
- » Filter employee enrollment statuses
- » Send ICHRA and Open Enrollment notices
- » QLE relocation, true census management, and HRIS integration

Award-Winning Employee Support Throughout the Year

SureCo

Employee Experience Team

- » 1:1 consultations for high utilizers
- » Ongoing yearly support
- » Qualifying Life Event (QLE) assistance
- » Support through phone, email & in-platform messaging

92% | Customer satisfaction score

15 min | Average response time during business hours

Plus, uncapped availability to problem-solve!





STEP 6:

Ongoing Support & Administration

1

Determining Fit

2

Population &
Financial Analysis

3

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Open Enrollment

6

Ongoing Support &
Administration

Ongoing HR and Consultant Administration & Support

- » Manage reports, employees, and enrollments
- » Filter employee enrollment statuses
- » Send ICHRA and Open Enrollment notices
- » QLE relocation, true census management, and HRIS integration
- » Compliance
- » Funding/payments

A Funding Process Just Like Your Group Experience Today

On-Time, Direct Carrier Payments—Zero Errors!

Funding processed automatically; employees never need to be involved with payment processing.*

*Except Medicare enrollees who will need to submit premium expenses for reimbursement.

Step 1

Customer sets up funding process, connecting their bank account with Stripe. Takes place during onboarding to SureCo.

Step 2

Open Enrollment begins, employees make coverage plan selections.

Step 3

Customer receives funding invoice with every employee's plan selection and cost.

Invoices detail funds drawn from *employer contribution* vs *employee pre-tax contribution*.

Step 4

SureCo withdraws balance due from customer's bank account through linked Stripe account.

Step 5

One week later, SureCo begins carrier payments.

Recapping SureCo's Proven Process

Year 1

- 1| Fit Assessment
- 2| Population & Financial Analysis
- 3| Migration & Implementation
- 4| Education
- 5| Open Enrollment
- 6| Ongoing Administration & Support

Year 2 and Beyond

- ~~1| Fit Assessment~~
- ~~2| Population & Financial Analysis~~
- ~~3| Migration & Implementation~~
- 4| Education
- 5| Open Enrollment
- 6| Ongoing Administration & Support



Q & A

SureCo



Thank You!

Contact Us



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