

# Connecting Your Clients to Health Care Plans



## Why Partner with Paychex to Offer Health Insurance?

### Adds Value Without Additional Work

Adding a health insurance offering shows that you're invested in your clients' long-term success. Health insurance is a key differentiator for small business owners who are trying to attract and retain top talent. Offering health insurance can also help your clients qualify for tax deductions and savings, which means they'll be managing their cash flow more effectively.

### Link Clients with Industry Experts

Your clients depend on you to make recommendations about their financial wellbeing that they can trust. Health insurance can be a particularly tricky and complicated field to navigate, especially when considering Affordable Care Act (ACA) requirements. While you may not be an expert in this area, Paychex Insurance Agency has the knowledge to help your clients make informed decisions when it comes to their business needs. Your clients will value your recommendation and appreciate that you're putting them in safe hands.



### Paychex Insurance Agency is Best-in-Class

Paychex Insurance Agency has over twenty years of experience pairing employers with insurance solutions that work for their businesses. With a customer base of over 150,000 nationwide, they've been recognized as one of the top 25 insurance agencies five years running<sup>(1)</sup>.

Upon referral, licensed agents will take the time to analyze your customer's needs and provide them with custom solutions that help keep them in compliance at a price they can afford. They'll even conduct a free benefits analysis to help your client understand their options.

## Why Should My Clients Consider a Health Insurance Offering

### Employees are a Company's Most Valuable Asset

A company is nothing without the employees that run it, and there's no better way to show appreciation than by offering them the ability to protect themselves and their families. Health insurance is never 'one-size-fits-all' – it requires a deep understanding of the business' needs and employees. Paychex Insurance Agency agents provide personalized insight to small business owners to help them select plan offerings that meet their employees' needs, to help retain the employees that make their businesses work.

### Options for Voluntary Benefits

Voluntary benefits serve as a convenient way to provide the insurance benefits that attract top talent without adding to the company's overhead. Providing a selection of voluntary benefits serves as a way to enhance an employees' compensation through pre-tax benefits like dental, vision, life insurance, short- and long- term disability plans, and more.

### Work with a Trusted Partner

Paychex Insurance Agency is nationally recognized as one of the top insurance agencies and employees over 300 experienced agents with the knowledge to meet your clients needs. These professionals know the ins and outs of health insurance regulations and can help your clients avoid costly compliance violations without breaking the bank. Give your clients the peace of mind they need to grow their business by referring them to an agency they can trust.

Insurance is sold and serviced by Paychex Insurance Agency, Inc., 150 Sawgrass Drive, Rochester NY 14620. CA license #0C28207

<sup>(1)</sup>Business Insurance Magazine, Top 100 Insurance brokers in the U.S., July 2019