

When the Employers Speaks; We Listen

Attention to detail separates Patricia Shall, president of Creative Benefits & Insurance Solutions, and her team, from the rest of the pack. They look at each client as a partner and advertise that they are in business with you for the long run, not just for a "run to the bank."

BY MAVIAN AROCHA-ROWE ■ SENIOR EDITOR ■ THE INSTITUTE FOR HEALTHCARE CONSUMERISM

"From day one with our organization, Patricia Shall and her team at Creative Benefits & Insurance Solutions presented clear options and helped us achieve the right plan for our team. We evaluated alternate insurance carriers, plan options and CBIS keeps us up-to-date on insurance trends for our industry. We are updated on insurance regulation changes, the Affordable Health Care Act and notified of health tips to share with our team," said Kelley Cunningham, director of human resources accounting operations for Bavarian Inn Lodge.

Posters are available and supplied at their request. Plan enrollment packets are revised, saving the HR staff invaluable time. Very simple, Patricia Shall and her team have provided multiple methods of contacting their clients and are very prompt about returning calls. They have been available for on-sight meetings at short notice and conference calls when required. Routinely, she and her team stay in the know with their clients; not just for signing a contract, but for conversations and relationship building.

"We hear from them at least once a month and more so if we desire. Patricia and her team understand how important communication is to us with our team. Many times they will contact our team members direct to discuss any concerns they have regarding their health plan services," Cunningham explained.

How refreshing to hear the news of these partners and consultants staying on top of issues with their clients' carrier until results are

achieved for the employers' team members. It stands clear that CBIS understands and provides the help that businesses require in a professional manner. Most often responses are immediate or the same day. Their business oriented tactics offer benefit plans in a seamless approach.

"Patricia's team helps us stay up-to-date on what is happening in the insurance market. We use materials from updates to keep our team members advised of the health concerns they should be aware of and publish some of the information in our Team Newsletters," Cunningham said.

Known to create a long-term program tailored to employers' specific needs, CBIS does not short-sight solutions. "We'll assist you in designing a program you can live and prosper with, without having to continually revise," Shall said.

Dedicated part of any employers benefits program, the CBIS team provide services that make employers look good.

"They are absolutely the 'best' agent that we have in comparison to our other benefit programs. Extremely pleased with this team and their response has been terrific. We are provided with an action plan for each item on our agendas, covering everything that was discussed at benefit meetings and establishing who is responsible for follow-up. Could not ask for better agents for our team! The Bavarian Inn completed a comprehensive agent search, interviewing several agents to find the right representative for us. We have not been sorry yet," Cunningham concluded. **HC**

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Patricia Shall, president, Creative Benefits & Insurance Solutions

Headquarters: Washington, Mich.

Website: www.cbis-ic.com

Nature of Business: Benefits and Insurance Solutions

Mission: Creative Benefits & Insurance Solutions is committed to serving the needs and priorities of you and your organization. We are devoted to developing solutions that deliver competitive products without sacrificing quality and to providing a level of service that is irreplaceable.

Key Executives: Patricia Shall, president