

## **Spotlight On Bailey & Company: All About Employee Benefits**

When it comes to customer service – one of the most important metrics in our industry – we’ve benefitted from working with some of the most conscientious and caring TPAs and Brokers from all over the U.S.

Bailey & Company Benefits Group falls squarely into that category. As the Cincinnati, OH affiliate of McGohan Brabender, one of the largest independent employee benefit consulting and management firms in the nation, Bailey & Company has figured out how to operate as a “boutique” firm while offering the capabilities and resources of large, multi-faceted enterprises.

The company’s goal is to help mid-sized businesses and publicly traded companies maximize the return on their employee benefits investments with an extensive list of personalized, consultative services.

Click here to learn more about Bailey & Company’s areas of expertise. {link to [www.baileyandco.com/about-us](http://www.baileyandco.com/about-us)}

### **An Innovative Way to Work**

And the way they go about it is through a unique Account Management model that focuses on growth by referral.

We were curious, so we asked Bailey & Company’s Brenda Hoernschemeyer more about this refreshing approach.

She explained, “We view ourselves as an account retention organization: We are about integrating ourselves into the client. And to do that effectively you can’t have 60 clients and be involved with every client on the level we need to be.”

Instead, Bailey & Company’s Account Teams are comprised of benefit consultants, account executive and account managers. Each team maintains relationships with approximately 20 clients, rather than the typical 40-50.

Account Teams are responsible for every detail that has to do with each and every client – from marketing and customer service to negotiating the best rates and providing the customer support needed for a plan to be successful.

### **Exceeding Expectations Through Experience**

The people managing Bailey & Co. clients know their stuff. As a company with a deep bench of tenured insurance pros, the firm prefers to hire only those with insurance or brokerage experience; very few exceptions are made, and only for motivated candidates who have demonstrated an interest and ability to learn.

Being able to stay on top of trends is equally critical, Brenda notes. For example, over the past few years, a big part of each team’s job has been to help clients navigate their way through audits – primarily related to HIPAA, but often ERISA.

Keeping up with regulations such as these *and* the many moving parts of the self-funded insurance world could be more of a challenge, she says, if not for the fact that “I read, read, read – everything, every day.”

Additionally, working with “honest and trustworthy” partner MGUs like ASG makes her job meeting client needs that much easier. “I call ASG because it’s a good, honest relationship,”

she says. "It's just respectful, and they always understand why I have to ask the questions I do."

We love hearing reviews like this and appreciate our positive relationship with Bailey & Company. If you're interested in working with an experienced MGU that offers personalized service, drop us a line!

For more information about Bailey & Company, visit [www.baileyandco.com](http://www.baileyandco.com).