

Summer 2010

Benefits Brief – An employee benefits story angles guide

This is a timely guide to story ideas about non-medical group employee benefits. For specialist interviews or more details, contact Megan Hutchison at 816.556.7815 or megan.hutchison@assurant.com

Story Idea: Assurant Employee Benefits recently launched a new fully-insured vision plan.

- Eye health is closely tied to overall health, and regular eye exams can help diagnose conditions like diabetes and high blood pressure.
- U.S. companies lose \$8 billion in productivity a year due to vision disorders.
- We partner with VSP on our vision plan, giving customers access to a large network of qualified professionals and a trusted name in eye care.

Interview Opportunity: Paul Walker, product development marketing specialist

Story Idea: Healthcare reform is impacting everyone, from insurance companies to small business owners to brokers. Consider a story about how reform might impact ancillary benefits such as cancer and critical illness.

- As consumers are faced with higher deductibles, supplemental coverage will be needed to help families who are diagnosed with an illness or in an accident.
- Last year, approximately 1.4 million people were diagnosed with cancer. Cancer insurance helps cover associated out-of-pocket costs including travel to treatment centers and experimental treatments.

Interview Opportunity: Tim Knott, senior vice president, voluntary

Story Idea: Assurant Employee Benefits is the first in its industry to introduce a smartphone application for consumers.

- Benefit Tools is the first application of its kind by a benefits provider and is designed to connect with customers in a more meaningful way.
- Find-a-Dentist and Find-an-Optometrist features help users locate providers near them with GoogleMaps technology.
- Additional features and enhancements will be rolled out on an ongoing basis to supplement product launches and provide a more robust user experience.

Interview Opportunity: Karla Schacht, senior vice president, information technology

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