

JUST WHEN YOU LEAST
EXPECT IT.



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Good customer service is like pie without ice cream. It works, but why would you settle when you can have it à la mode. The market is saturated with good health insurance agents. They keep your interests top of mind, find you a fair price and even promptly return your call. Those agents are just plain pie when compared to agents who have invested in BASIC Guru.

BASIC Guru is a secure online benefit management system. What's that mean to me, you ask? It means that you and your employees can access all your critical benefit information anytime, anywhere. You don't have to wait for a returned phone call because you can now answer the question yourself. Nothing can replace an attentive agent, but an agent with BASIC Guru is going the extra mile to provide exceptional customer service. Don't settle, start expecting the best.





THINGS ARE LOOKING UP WITH BASIC GURU.

the **features.**

- BASIC Guru stores all your benefit data
- you have 24/7 secure web access
- view your summary of benefits, network options and review plan costs
- stores HR forms and documents
- electronically upload employee data
- create employee benefit statements
- employees can view network options
- online enrollment and eligibility (additional fees apply)

the **benefits.**

- become more efficient with information at your finger tips
- optimize employee productivity and minimize exposure to costly lawsuits and audits with access to HRanswerlink, a premier human resources website
- reduce embarrassing errors through automation
- reduce misunderstandings with a single point of communication

the **value.**

All of these features and tools are included in BASIC Guru:

- similar benefit management systems cost \$300 - \$400 each month
- employee benefit statements often cost \$15 or more per employee
- online HR resources run around \$50 per month
- front end website costs can easily reach \$3,000

In recent years there has been a lot of changes in the health insurance industry. One positive change is the utilization of technology to better serve customers. BASIC Guru is a logical step in the right direction. Ask yourself this question: if your current agent isn't using a benefit management system, what does that say about their commitment to you?



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BASIC OFFERS A VARIETY OF VALUABLE SERVICES:

BASIC FLEX, BASIC HRA, BASIC HSA, BASIC COBRA, BASIC PAYROLL PLUS AND BASIC BLUEPRINT