

# EMPLOYEE BENEFIT Adviser



## Going To School

What's behind Gene Tyler's success?  
A vertical industry focus,  
proprietary products, and the  
trust of his school district clients



CDHC  
TRANSPARENCY  
THE FUTURE OF  
PERMANENT LIFE



## E-learning

### What advisers are reading

Here's a rundown of what's getting the most clicks at eba.benefitsnews.com. Don't fall behind! Make sure to go there yourself — and keep up with your competitive set.

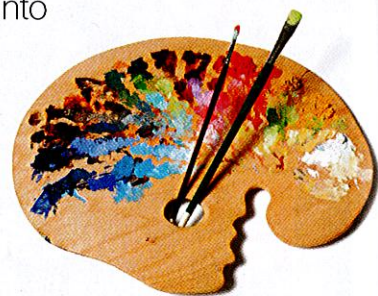
1. House benefits bill passes without COBRA	2. Brokers cautious to endorse small group tax credit	3. PPACA presents an opportunity to be the hero for small-group businesses	4. Small employer tax credit is a selling opportunity	5. CIAB: Brokers combating rate hikes with cost-shifting, plan design changes
6. Health care reform law brings changes and challenges for employers	7. Employers brace for PPACA-related cost increases	8. Health reform may test limits of cost-sharing	9. PPACA pain points	10. Advisers must be part of wellness equation

## Implementation is the key to a successful voluntary sale

Were you one of the hundreds of brokers and advisers who logged on for our Web seminars in June? One of them is profiled below. You can listen to it and other Web seminars at eba.benefitnews.com/webinars.

### The Art of Selling Voluntary Benefits:

"Turn Sales Potential into Reality" showed that once the sale is made, there is an art to implementing a successful voluntary case. Careful planning — with the right products, supporting processes and the people that make it all work together — can turn sales potential into reality.



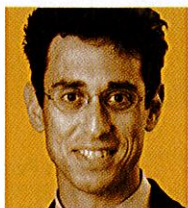
## RAW BAR'S Best Bytes

Make sure to check out who we've been talking to recently online. Visit EBA's Raw Bar at eba.benefitnews.com/podcasts.



### Industry retirees look to help brokerages save money, time

Industry veteran Sharon Emek shares the story behind her recent start-up, Work At Home Vintage Employees (WAHVE), and how hiring an insurance industry retiree to serve as a benefits firm's remote staffer makes for a mutually beneficial relationship.



### Clinical advocacy can boost a health plan's value

Best Doctors, Inc., the Boston-based pioneer in the clinical advocacy field, is boosting its efforts to serve the U.S. market. Recently we caught up with president and COO Evan Falchuk to discuss the benefits of adding a clinical advocacy feature to a health plan.



### PPACA pain points

Which provisions of the health care reform law are brokers and plan sponsors most worried about? Sam Fleet, president of AMWINS Group Benefits, has been discussing PPACA with industry insiders around the country. Listen in as he shares his thoughts on that question and more.



### Economy enforces voluntary benefits value

So says Liberty Mutual's Mark Parabolici. Listen in as the carrier's managing director of Auto & Home voluntary benefits discusses the state of voluntary benefits, including results from a recent benefits manager survey.



### A close look at the CLASS Act

A leader in the LTC market, Univita Health's Peter Goldstein shares his thoughts on how the CLASS Act will impact the future of long-term care. One tip: LTC brokers, don't quit your day job.



### National Health Options enters health care market

With the national spotlight on access to health care, NHO's Charlie Falcone shares the role his organization looks to play in the post-reform health environment.