

We've created an innovative new way for businesses to provide benefits that deliver savings for you, and choice for your employees.

Introducing My Blue Choices<sup>SM</sup>, powered by Liazon<sup>®</sup>, an exclusive online marketplace from Blue Cross Blue Shield of Massachusetts that lets companies choose how much to spend on their employees' health and other benefits. My Blue Choices also gives employees the freedom to shop for the right health, dental, and protection plans that best meet their needs, and those of their families.

### My Blue Choices is Easy to Administer:

#### 1 First, decide how much you want to contribute to benefits.

My Blue Choices can be paired with a number of funding strategies, including but not limited to the following:

- **Defined Contribution:** You provide a set amount of money to each employee, and they decide how to allocate that amount among the offered benefit options on My Blue Choices. Even better, the amount you allocate can vary by employee category (part-time, full-time, etc.).
- **Percent of Premium:** You provide your employees with a percentage of the premium across benefit categories.
- **Hybrid approach:** You employ a Defined Contribution approach for one set of benefits and a Percent of Premium approach for another.
- **Other:** Other funding options are available. We recommend that you speak with your broker or Blue Cross Blue Shield of Massachusetts account executive to review what's best for you.

#### Benefits of My Blue Choices:

- Stabilizes and potentially reduces your employee benefits costs
- Simplifies the benefit management experience for your HR team
- Allows you to attract and retain employee talent through offering top tier benefits
- Encourages employee engagement
- Shifts responsibility from you to your employees
- Provides choice and flexibility for employees
- Includes end-to-end customer support for you and your employees
- Helps larger group employers (50+) avoid penalties with the Affordable Care Act's "pay or play" guidelines.

## 2 Choose which plans and features to offer your employees. (See the fact sheet that applies to your company's size).

My Blue Choices gives you many different medical, dental, and protection<sup>1</sup> options—all include access to the high-quality, affordable care we're known for.

- Choose from a variety of medical plan packages, including HMO, PPO, high-deductible, and tiered options.
- Select a dental coverage option, with or without orthodontic services.
- Opt for protection such as life insurance, short- or long-term disability, critical illness, and accident coverage.
- Choose whether or not you'd like to offer a Health Savings Account, Health Reimbursement Arrangement, or Flexible Spending Account with compatible medical plans.

## 3 Let your employees choose their benefits.

Employees shop online at our exclusive "My Blue Choices" marketplace. Here they can buy any of the medical, dental, and protection options you've pre-selected.

## 4 Decide how you'd like to handle leftover funds

If you elect the Defined Contribution funding strategy, you decide if leftover funds are forfeited or added to employee pay. If the cost of benefits selected by an employee exceeds your contribution, employees make up the difference through a payroll deduction.

## My Blue Choices gives you and your employees flexibility and choice

My Blue Choices moves away from the traditional structure of company-paid employee benefits. It offers a healthy way to control health care costs, while still giving your employees the peace of mind of knowing they have access to high-quality affordable care—every day.

**Ready to choose? Call Waugh Agency, LLC today:**



**Matt Waugh**  
**matt@waughagency.com**  
**116 Pleasant St., Suite 145**  
**Easthampton, MA 01027**  
**(413)527-2738**

