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Soon

# The Power of Employee Benefits

**Start Date: 3/17/2021 7:30 AM**

**End Date: 3/17/2021 10:00 AM**

The Power of Employee Benefits    March 17th    8:00am - 10:00am    **\*\*THIS IS A VIRTUAL MEETING VIA ZOOM\*\***

This program has been pre-approved for 1.5 Professional Development Credits (PDCs) by the Society for Human Resource Management and 1.5 HR General credits by the HR Certification Institute

COVID has forced every company to reassess what they do and how they do it—and as of March 2020, employee benefits became the fulcrum of an organization. The right employee benefit program has the power to build and maintain culture—and culture is a key determinant of attracting and retaining elite talent. Of the traditional and emerging employee benefits, health insurance remains the most valuable and most expensive. What can be done to bend the trend with a company's health insurance program? The good news is that things are changing. Learn about the various strategies and employee benefit advisor movements that promise the coming change. There will be a day the employer is in control of their healthcare spend because, "if you pay, you should have a say".

By the end of this session, participants will:

- Learn (more) about traditional and emerging employee benefit trends that build and maintain a company's culture, which attracts and retains elite talent.
- Learn (more) about specific strategies that can be used to control your company's healthcare spend.
- Learn (more) about employee benefit advisor movements around the country that provide a blueprint for "the plan that works", and are moving employers from renters to owners of their health insurance plans.

About the speaker: Robin Flaherty started consulting in the employee benefits industry in 1997 after a career as a CPA in the tax department at Coopers & Lybrand (now PricewaterhouseCoopers). Robin leads Benefit Link, an employee benefit consulting company that helps employers and employees take the guesswork out of selecting health insurance plans for companies with less than 100 employees. She recently joined Flaherty Salmin CPAs as Practice Leader for the firm's Healthcare Consulting Practice that serves employers with more than 100 employees that have strategic options for using their claims data to manage affordable, high-quality health insurance. As part of her employee benefit consulting client work, Robin is a thought leader on the budding disruptions in healthcare and advises companies that are transforming how healthcare