



Public  
Promise  
Insurance

Powered by NATIONAL  
ASSOCIATION  
of COUNTIES NACo<sup>®</sup>

## ***NACo Launches Public Promise Insurance Agency***

With today's race for talent, the National Association of Counties (NACo) is proud to launch the **Public Promise Insurance Agency**, a unique brand owned, governed, and focused exclusively on sourcing world-class voluntary benefits for our dedicated public servants serving America's counties.



# GOOD FOR COUNTIES, GREAT FOR EMPLOYEES

## BETTER PROGRAM BY DESIGN

When it comes to building a workplace that works better, a great benefits package is an essential program for your employees. Delivering a holistic, highly valued program doesn't happen by accident. Align your employees' needs with your county objectives with Public Promise's comprehensive approach to designing an effective voluntary benefits program. It starts with a thorough deep-dive analysis:

- When was the last time you did a thorough review of the entire marketplace?
- What does a competitive benefits program look like across counties?
- How does your current program compare?

Our planning and evaluation models look three to five years out, so the voluntary benefits package you build today provides a foundation for future success.

## CLEAR COMMUNICATION BUILDS A BETTER WORKPLACE CULTURE

Our Voluntary Benefits team can help you communicate with everyone from county leaders to new hires, so they appreciate the value of their benefits and understand how to take advantage of them.

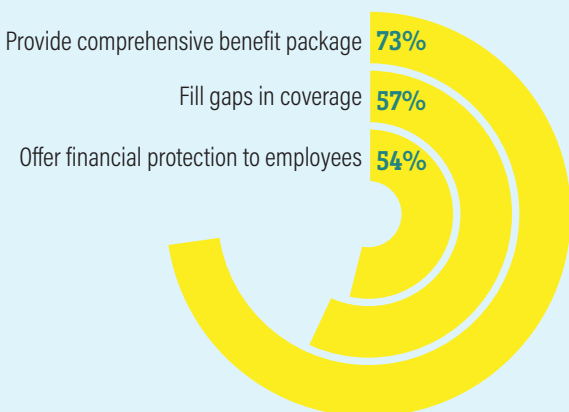
Whether your employees are evaluating their benefits package, considering a voluntary wellness program, or navigating changes, they'll make informed decisions based on a clear understanding of their options.

## EMPOWERED EMPLOYEE RELATIONSHIPS START HERE

Discover how voluntary options can help you build a more productive, engaged workforce and a better workplace culture.

“This clarity can lead to better participation and satisfaction in your benefits program”

### For employers, these are the top objectives for offering voluntary benefits:



### STRENGTHEN YOUR ORGANIZATION WITH THE PUBLIC PROMISE INSURANCE APPROACH:

- **Empower employees' physical and emotional wellbeing** with benefit communications that increase understanding and appreciation of your benefits program
- **Protect your county's wellbeing** with comprehensive benefits gap analysis that aligns your program to your human resource objectives
- **Support your workforce strategy** by providing your HR staff with single-source planning, record keeping, and project management tools so they can focus on supporting the career wellbeing of your workforce
- **Provide continuous progress with measurement, reporting, and ongoing refinement** to provide relevant voluntary options that promote better satisfaction by helping employees save on important benefits and coverage

## CAPABILITIES TO MEET COUNTY NEEDS

At **Public Promise Insurance**, to solidify all necessary programs and services, we have partnered with industry leading providers that will build tailored, comprehensive solutions focused on a shared commitment to our mission of strengthening counties across America.

Through our national partnerships this program will offer the following world-class expertise:

1. **A wide array of benefits professionals** who will help determine the right solutions to meet your workforce philosophy, needs, and strategic objectives.
2. **Strong carrier relationships, comprehensive gap analysis, leveraged purchasing power, and the ability to identify best-in-class solutions** for your county's employees.
3. **Efficient and impactful communications campaigns and data-driven solutions** that enhance county employee engagement.
4. **Access to a State-of-the-art administrative benefits platform** for a compelling user experience, operational efficiency, and cost containment.
5. **Trusted high-quality customer service**, featuring county official peer review controls.

### 1 OBJECTIVE

- Identify key stakeholders
- Establish scope, strategy and goals
- Confirm timelines
- Define roles and responsibilities

### 2 RESEARCH

- Review carrier/vendor database
- Solicit carrier/vendor proposals
- Review insights
- Perform carrier and workforce evaluation

### 3 PLAN

- Detail scope of services
- Integrate value-added services
- Identify milestones
- Plan approval
- Complete documentation

# ACHIEVE YOUR COUNTY'S GOALS

### 4 IMPLEMENTATION

- Engage key stakeholders
- Coordinate carrier/vendor and solutions
- Solution/client alignment
- Testing and training

### 5 SERVICE DELIVERY

- Deliver custom communications
- Phased rollout
- Monitor enrollment
- Continual feedback
- Audit data files (policy and deductions)
- Ongoing support

### 6 MEASURE

- Review and report results
- Analyze data
- Identify opportunities
- Provide recommendations

# PUBLIC PROMISE PARTNERSHIP FRAMEWORK

## COUNTY WORKFORCE OBJECTIVES

Attract & Retain Talent

Improve Employee Satisfaction & Engagement

Enhance Benefit Program with Custom Solutions

## CUSTOMIZE SOLUTIONS (REPRESENTATIVE SAMPLING)

Accident	Cancer Care	Critical Illness	Hospital Indemnity
Identity Theft	Legal Protection	Life/Long Term Care	Pet
			Supplemental Disability

## SOURCE BEST-IN-CLASS CARRIERS (REPRESENTATIVE SAMPLING)

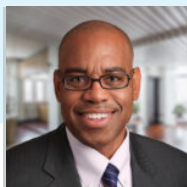


## ACCESS TO STATE-OF-THE-ART BENEFIT ADMINISTRATION SYSTEM

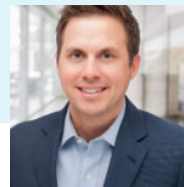
Add Value to Workforce

Lower Costs & Ease Administrative Burdens

Trusted High Quality Customer Service



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