

## ***EXECUTIVE SUMMARY***

FBMC's value proposition suggests that your organization and employees will be best served by creating your own healthcare benefits plan. We propose that a collaboration of several companies, managed by FBMC, can design and administer a premier, cost-managed plan that is unique to your company.

Rather than accept a pre-packaged plan, we propose that you customize your own benefits with the design collaboration of our partners.

Allow us to define certain terms and processes and describe our "Designed Services" value proposition.

"Packaged Services" are those offered by one company, usually an insurance company, either on a fully-insured or administrative services only (ASO) basis that controls all components and deliverables necessary for an employer's healthcare benefits plan. These Services are managed through the offering company's proprietary processes and subsidiaries. Service quality standards are consistent with the company's internal objectives and contractual obligations to employer clients.

Employer clients are engaged as "consumers" and cede control and risk to the offering company.

"Designed Services" are offered from a platform that is created as a collaboration between independent partners that bring together all components and deliverables necessary for a cost-managed, self-insured, healthcare benefits plan.

The platform is managed by the collaborative partner's third-party administrator (TPA) or the employer's broker. The plan is managed in a manner that engages the collective partner's individual best practices. The platform's options are designed to be consistent with the employer's objectives.

Employer clients are engaged as "prosumers" who collaborate with the partners to custom design and select various services in order to control costs, yet deliver quality. Employers assume some risk but that is insurable as part of the platform's deliverables.

As defined in the best selling book, *The World is Flat*, by Thomas L. Friedman, FBMC acts as a "synthesizer" and has created a platform and high qualitative standards by which partners are selected and then collaborate to create localized healthcare solutions.

In addition to FBMC as the TPA, the partners will include, as appropriate:

- PPO networks
- Stop-Loss reinsurers
- Disease and Illness managers, including Behavioral
- Utilization Review specialists
- Pharmacy Benefits Managers (PBMs)
- Value Added specialists who offer services such as; Wellness, Employee Assistance Programs (EAPs), Subrogation, Billing Analysis Assistance and many other cost containment or recovery processes

The result of this collaboration is that a “virtual” benefits company is created for each client with services delivered at the locations of your organization.

This is not a plan named after the insurance company that offers it. It is a plan named after your organization because your special needs were the objectives of the design process. Designed Services’ plans are unique to the employers that participate in the collaboration and creation of their own plans, not one that has already been packaged for them.

FBMC is committed to matching the right partners to administer your plan. Our commitment to our corporate beliefs of *Quality* and *Integrity* and our ability to provide Premier Benefit Solutions, magnified by superior customer service, has led to our industry-acknowledged *Longevity*. Let our consistent performance help you be proactive in shaping the future of your healthcare benefits.