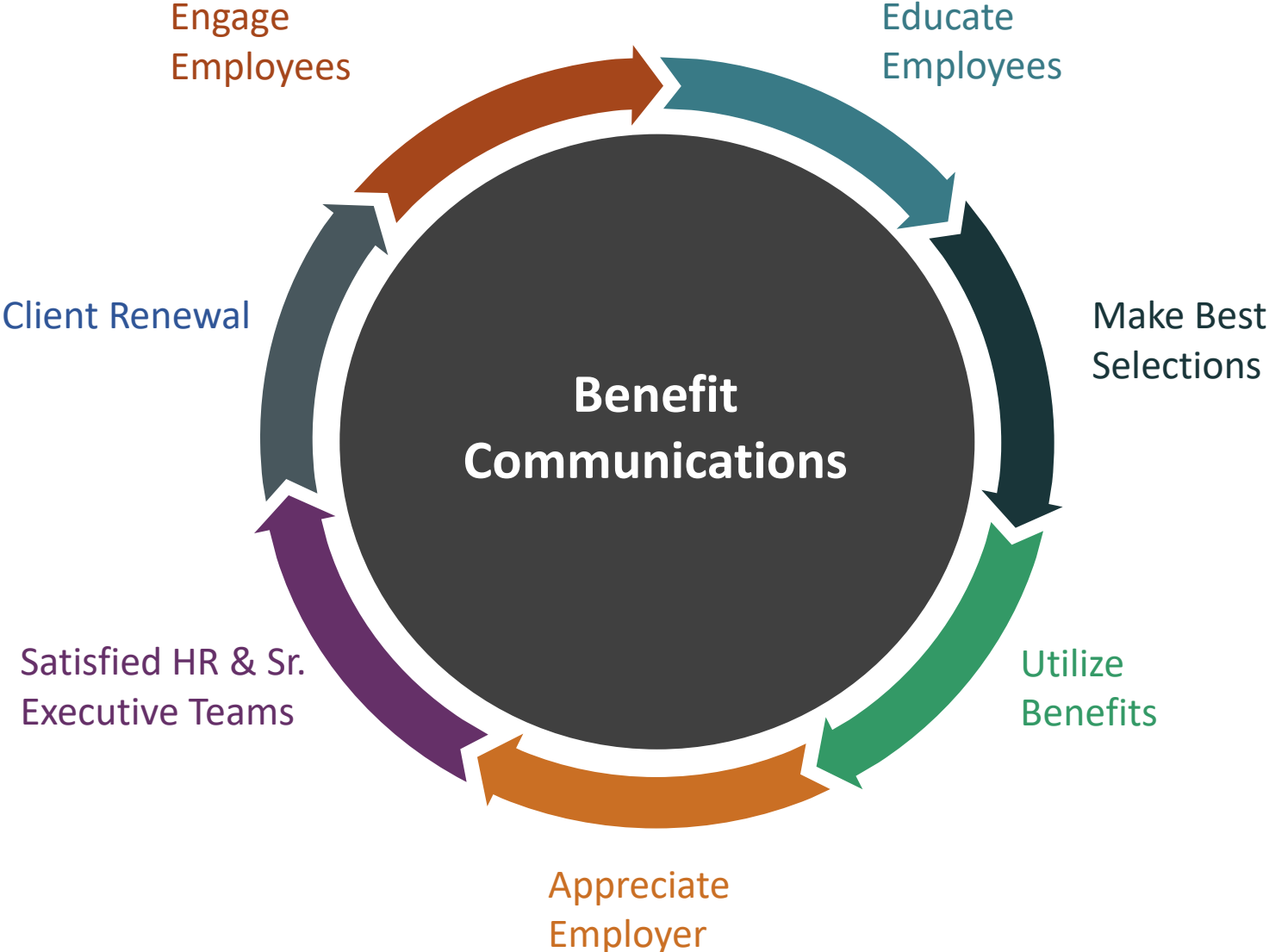
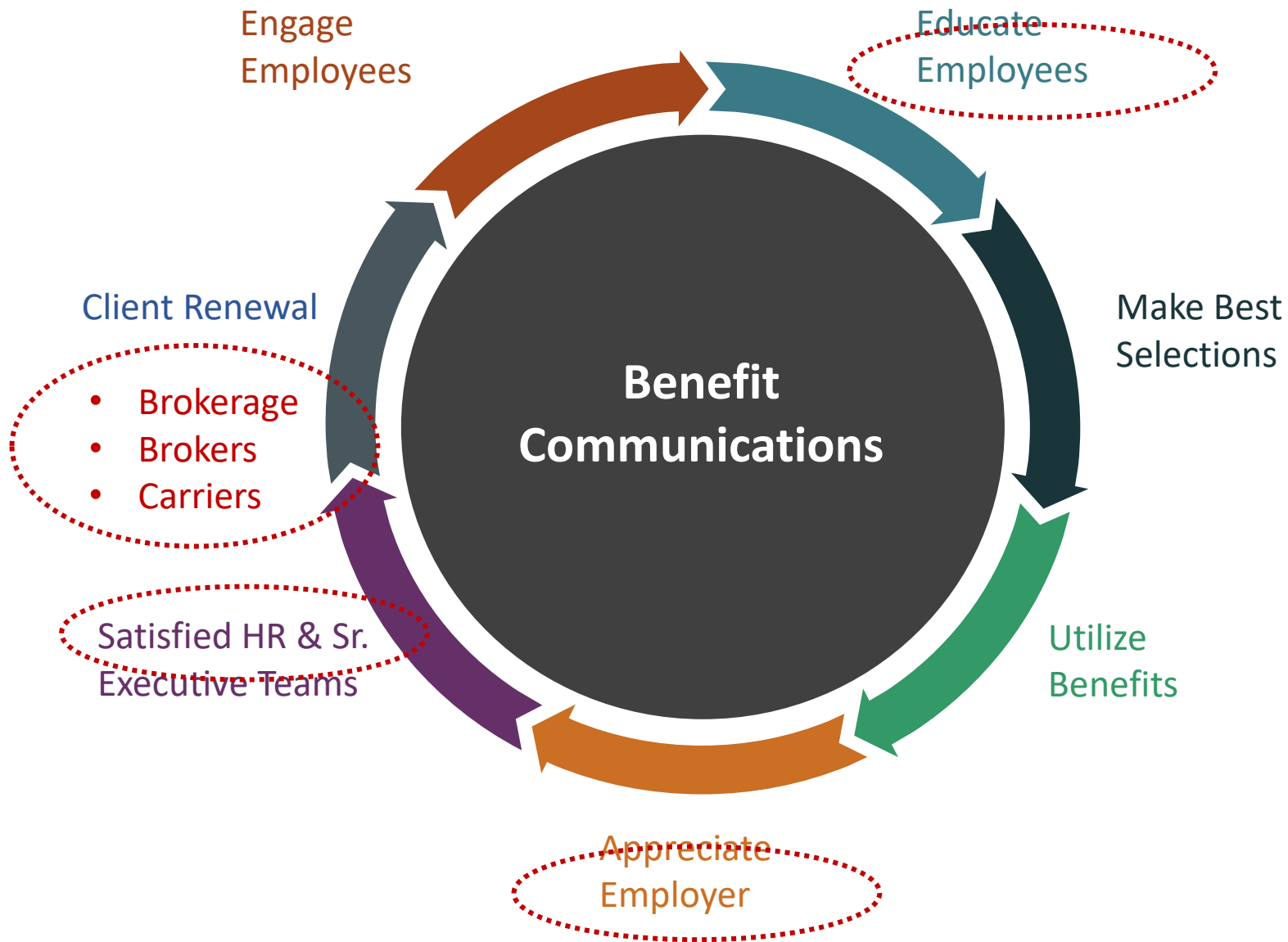


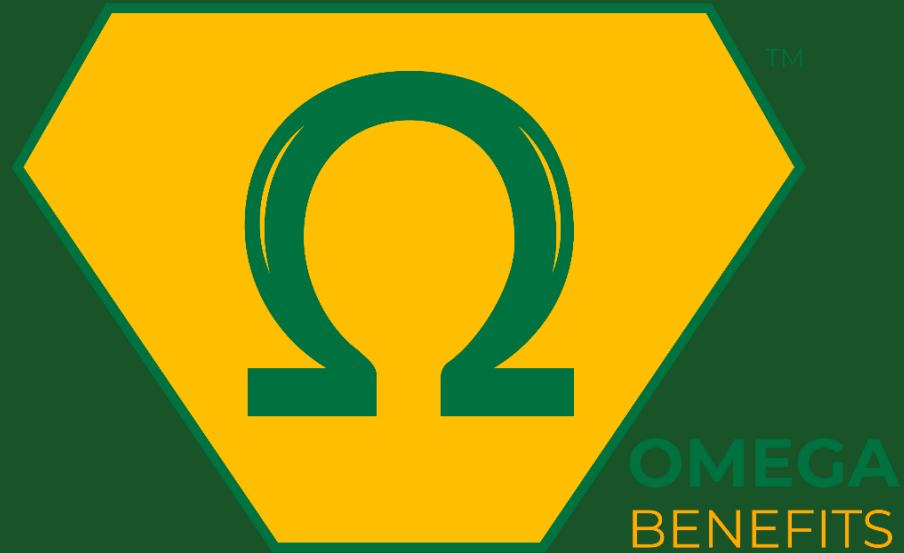
**Rich Benci, CEO**  
**[richb@omegabenefits.net](mailto:richb@omegabenefits.net)**  
**760-415-7046**



# Who Benefits?



# Why Omega?



# Competitive Landscape

## Benefit Communications

Affordable

Template  
(DIY)

Full  
Featured

Premium  
Cost

# Competitive Landscape

## Benefit Communications

Affordable

Template  
(DIY)

Full  
Featured

Custom Integrated Campaigns  
\$\$\$

Premium  
Cost

# Competitive Landscape

## Benefit Communications

Affordable

Inexpensive (& ineffective)  
Template Tools

Template  
(DIY)

Full  
Featured

Custom Integrated Campaigns  
\$\$\$

Premium  
Cost

# Competitive Landscape

## Benefit Communications

Affordable

Inexpensive (& ineffective)  
Template Tools

???

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Custom Integrated Campaigns  
\$\$\$

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Cost



# Competitive Landscape

## Benefit Communications

Affordable

Inexpensive (& ineffective)  
Template Tools



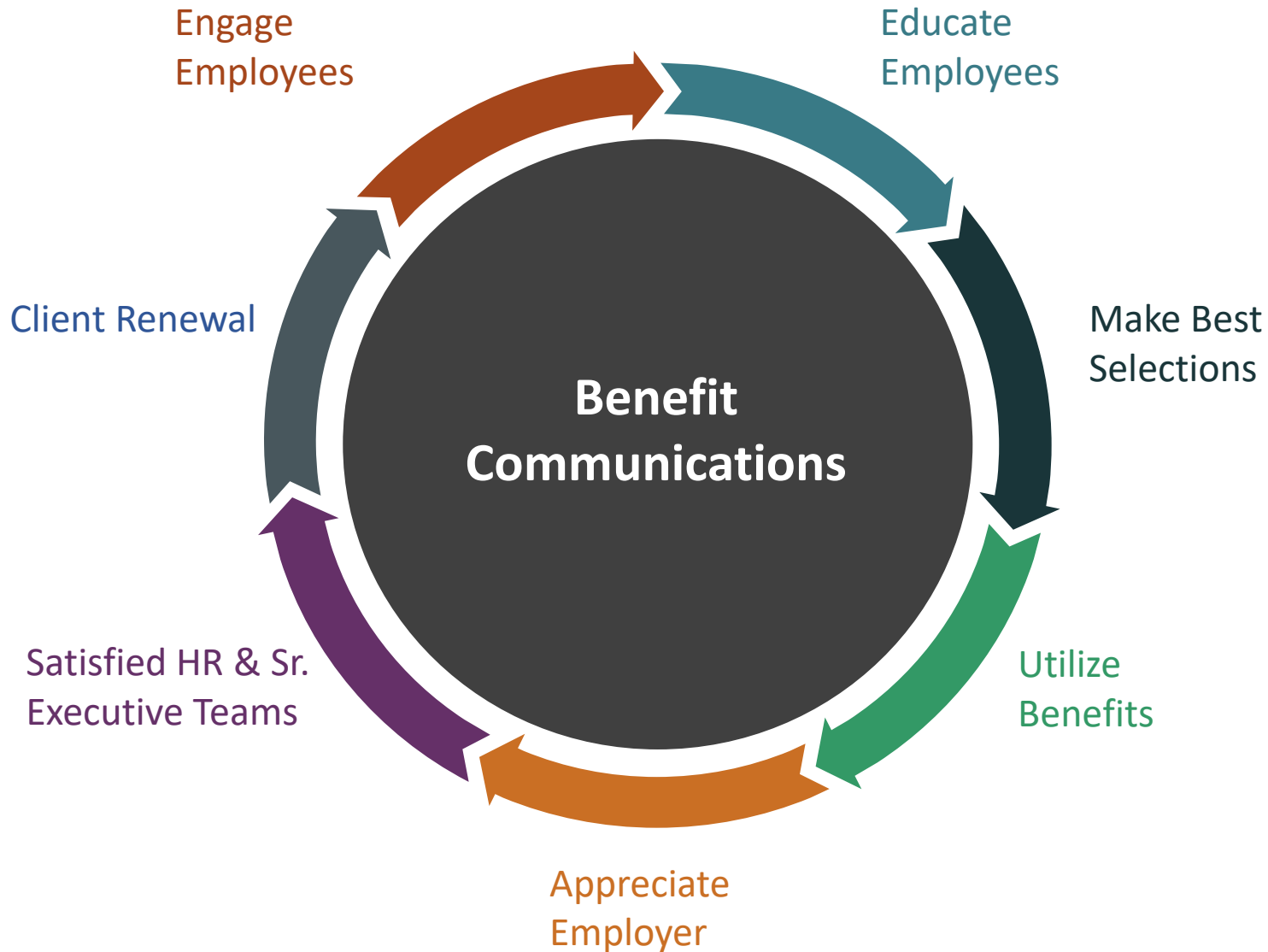
Template  
(DIY)

Full  
Featured

Custom Integrated Campaigns  
\$\$\$

Premium  
Cost

# How to Achieve This Goal?



**Best single method to  
communicate benefit options to  
EEs and spouses?**

# Best single method to communicate benefit options to EEs and spouses?

Text & eMail  
Campaign

Sharepoint

OE Fair

Decision  
Guide

Company  
Intranet

Ben Admin  
System  
/ HRIS

**Benefits  
Guide**

Videos

OE  
Presentation

Benefits  
Chatbot

Postcards  
*Digital or  
Physical*

# Best single method to communicate benefit options to EEs and spouses?

## Benefits Website

Text & eMail  
Campaign

Sharepoint

OE Fair

Decision  
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Company  
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Ben Admin  
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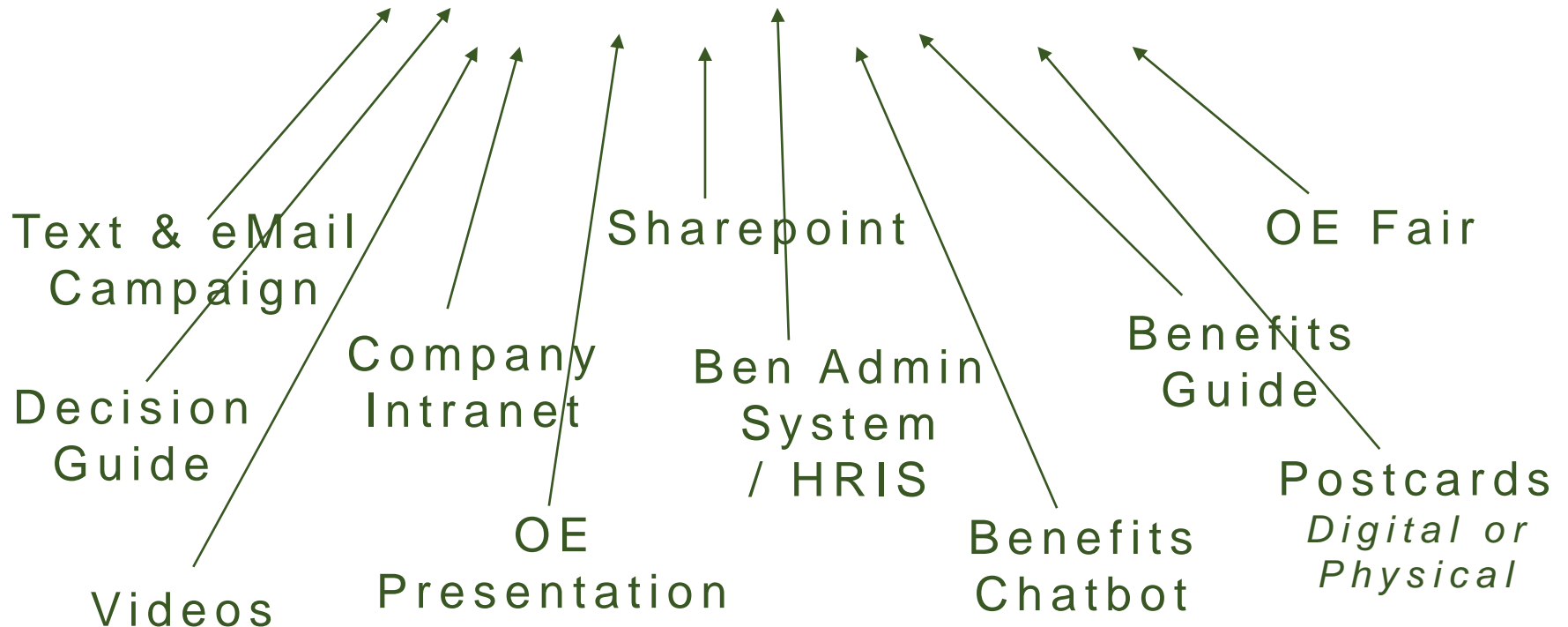
OE  
Presentation

Benefits  
Chatbot

Postcards  
*Digital or  
Physical*

# Best single method to communicate benefit options to EEs and spouses?

## Benefits Website



# Best single method to communicate benefit options to EEs and spouses?

## Benefits Website

Accommodates Multiple Learning Styles

Single Source of Truth

Accessible to Spouses

Responsive for Mobile & Desktop

Available Year-Round

# Best single method to communicate benefit options to EEs and spouses?

Affordable

Full-Featured

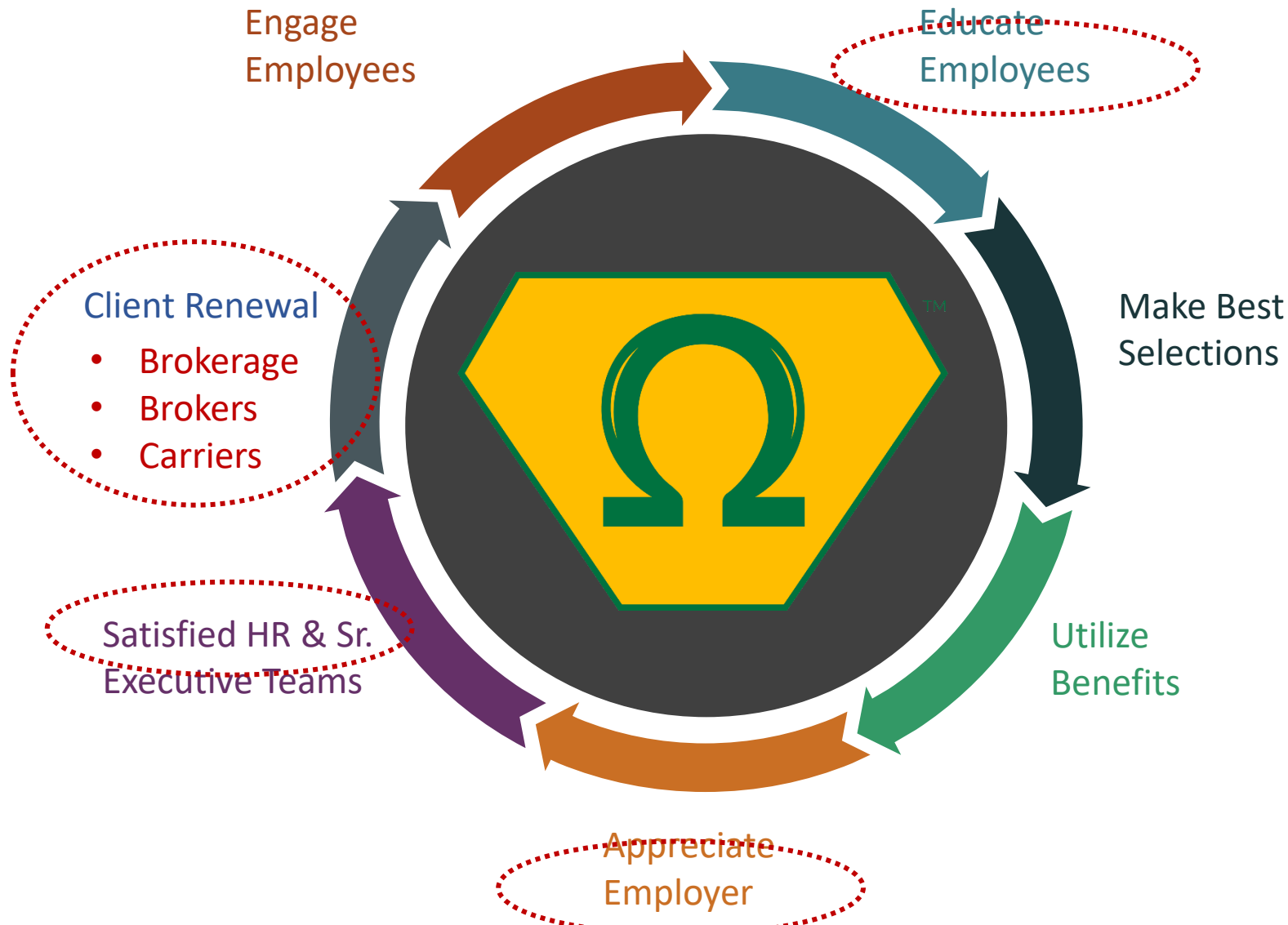
Dedicated PM

**Benefits Website**





# THE best method to communicate benefit options for the Mid-market



# HR teams LOVE Omega!

Easy to work with and does a great job.

Makes my job easy!

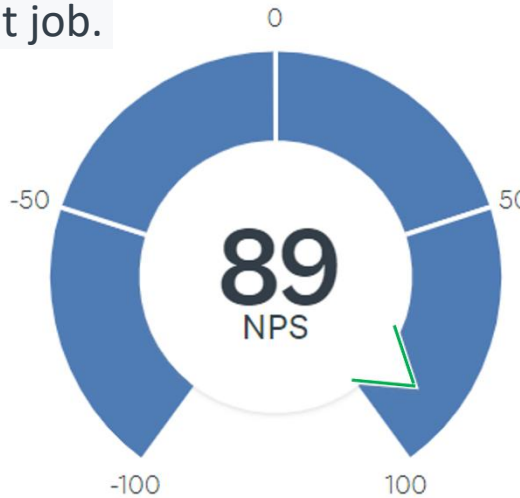
Sherrie A. –  
Benefits & Employee Engagement Administrator  
300 employees

Omega has been one of the easiest vendor partners we have had, and they produce a great product!

Heather B. - Senior Benefits Analyst  
22,000 employees

Easy to work with and good end result!

Lindsay M. – HR Director  
1,300 employees



June 2024 customer survey

Cost effective and easy to use.

Stacie H. – Benefits Manager  
870 employees

Great service and love the flexibility of the site.

Chris H. - Senior Benefits Advisor  
2,100 employees

They made it super easy for me!

Crystal B. – Director of Benefits  
650 employees

This site was exactly what our company needed.

Was very easy to set up and has worked really well for us the last year. Takes the headache out of having things saved in multiple places.

Amy G. – Corporate Operations  
390 employees



# How do we Earn 93% Retention?

Affordable

Full-Featured

Dedicated PM

**Benefits Website**



# What does 93% Retention Mean?

**93% Annual Retention  
= 14 yrs Client Lifetime**

# What does 93% Retention Mean?

**93% Annual Retention  
= 14 yrs Client Lifetime**

**Can Omega help you increase  
client lifetime by 1, 2, or 3  
years?**

**What \$\$\$ impact would that have  
for a Producer / Brokerage?**

# Example ROI Calculation

**650 Employees (median Omega client size)**

**\$12,000 per employee premiums**

**= \$7.8MM in premiums**

**4% Commission to Brokerage Firm**

**= \$312,000 Brokerage Commissions**

# Example ROI Calculation

650 Employees (median Omega client size)

\$12,000 per employee premiums

= \$7.8MM in premiums

4% Commission to Brokerage Firm

= \$312,000 Brokerage Commissions

If Omega helps extend average 8-yr client retention by an average of 1 more year

\$45,000 Omega licenses (over 10 years)

To get incremental \$312,000 commissions

**= 7 : 1 ROI**

# Site Usage Patterns

- **There are 3 major patterns**
- **Do NOT correlate to # of employees**
- **Driven by involvement of HR team**



# Site Usage Patterns

## Most typical

UNIQUE VISITORS

**12.1k**

TOTAL VISITS

**17.6k**

TOTAL PAGEVIEWS

**48k**

VIEWS PER VISIT

**2.71**

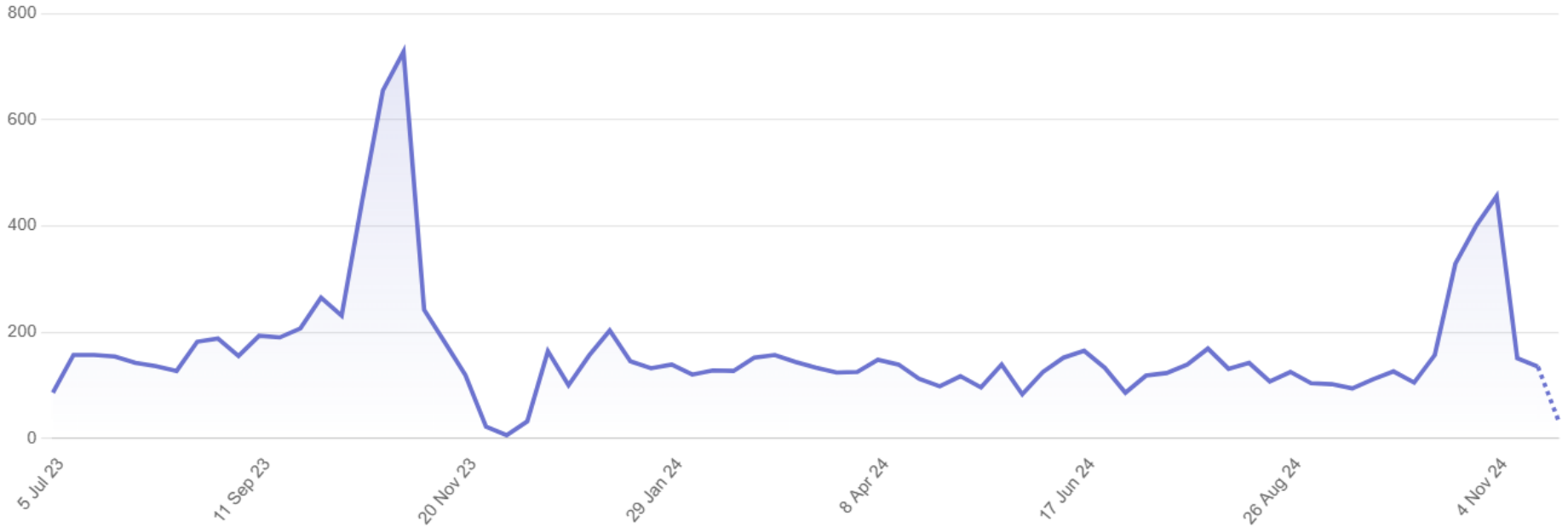
BOUNCE RATE

**39%**

VISIT DURATION

**5m 01s**

↓ Weeks ▾



- **OE spikes**
- **Moderate usage throughout year**
- **Involved HR team (every-other-month or more)**

# Site Usage Patterns

## Not OE focused

UNIQUE VISITORS

**9.9k**

TOTAL VISITS

**13k**

TOTAL PAGEVIEWS

**32.2k**

VIEWS PER VISIT

**2.47**

BOUNCE RATE

**35%**

VISIT DURATION

**3m 11s**

📄 Weeks ▾



- **Small OE spike (likely has strong OE program)**
- **Strong usage throughout year**
- **Involved HR team**

# Site Usage Patterns

## OE Only

UNIQUE VISITORS

**818**

TOTAL VISITS

**909**

TOTAL PAGEVIEWS

**1.8k**

VIEWS PER VISIT

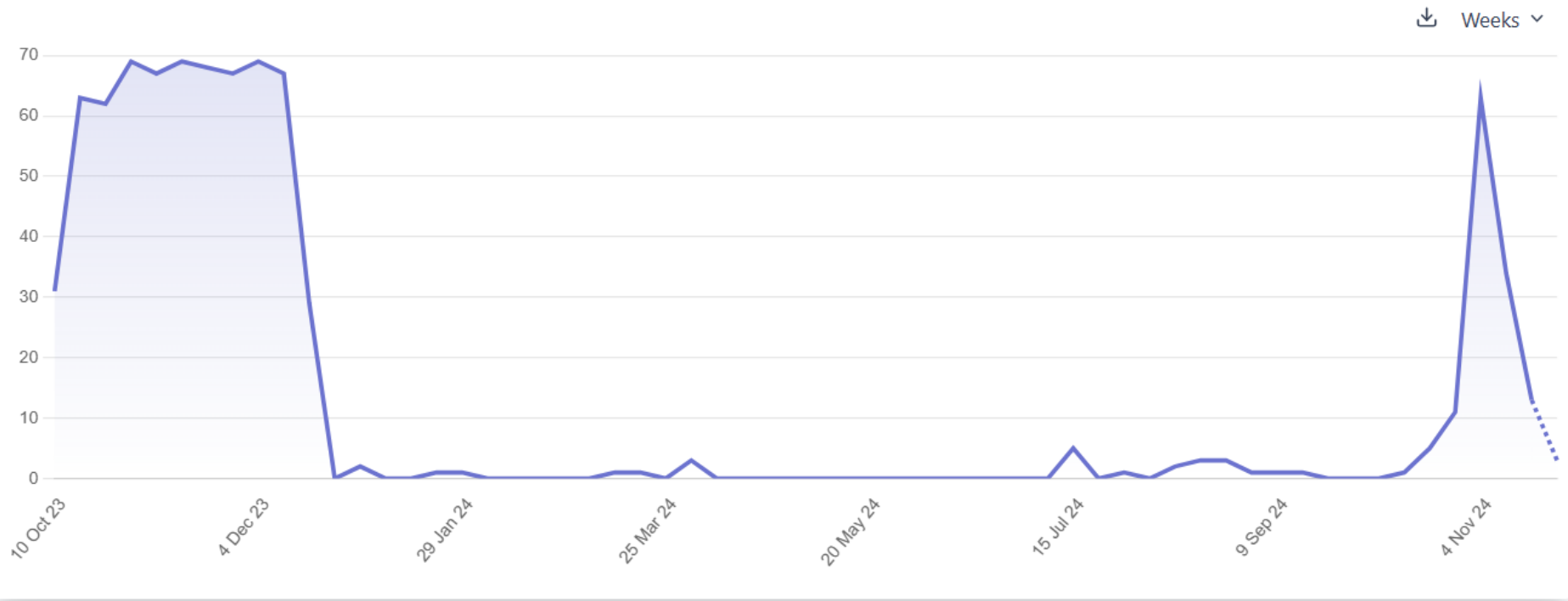
**1.99**

BOUNCE RATE

**84%**

VISIT DURATION

**1m 47s**



- **Huge OE spikes**
- **No/low usage throughout year**
- **HR team isn't focused on benefits utilization**



New Employees Eligibility Health Financial Wellness Perks Resources

Welcome to Your 2023 Benefits!



AskOmega ai chatbot

Get answers to your Employee Benefit questions.

4X Increases Employee Engagement

Reduces cost ~ 60%

Meets Regulations

Saves 20+ hours / mo.

Welcome!

We're at our best when physically, mentally, and

Planning your benefits easy to choose the benefit programs offered

We encourage you to take



Your Benefits at a Glance

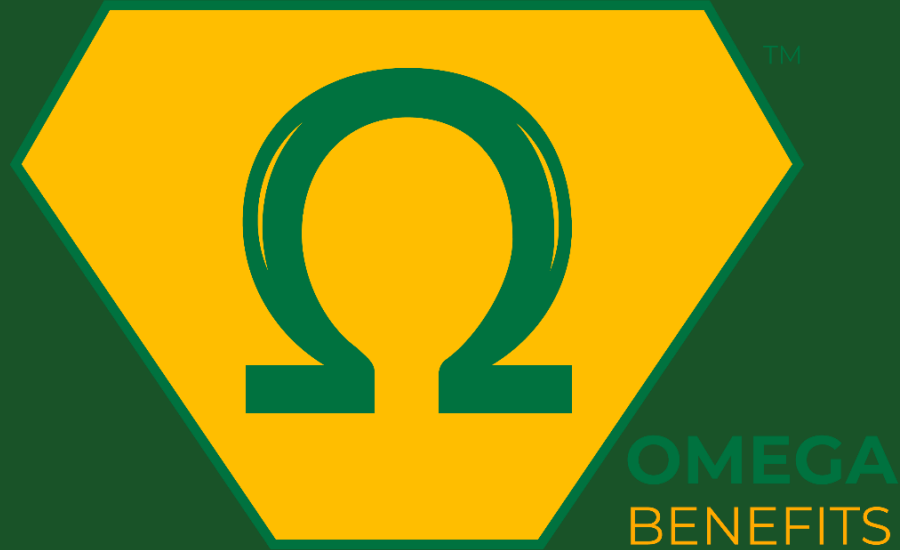


Inpatient				
Physical/Occupational/ Speech Therapies	You pay 20% after deductible	You pay 40% after deductible	You pay 10% after deductible	You pay 40% after deductible
Emergency Room	You pay 20% after deductible	You pay 20% after deductible	You pay 10% after deductible	You pay 10% after deductible
Hospital	You pay 20% after deductible	You pay 40% after deductible	You pay 10% after deductible	You pay 40% after deductible
Accident Insurance	Voya Accident coverage automatically included.			
<b>Prescription Drug Coverage</b>				
BCBS & ACA Preventive Drugs	You pay \$0	Not covered	You pay \$0	Not covered
All Other Formulary Generic	You pay 20% after deductible	Not covered	You pay 10% after deductible	Not covered

medical plan deductibles

Send





**Rich Benci, CEO**  
**[richb@omegabenefits.net](mailto:richb@omegabenefits.net)**  
**760-415-7046**