

“Describe how you stay up with trends, best practices and latest developments in the health care industry?”

Many of you may get this question on RFPs or in customer meetings. This is a great opportunity to talk about the value that C2 brings to your firms. There are several key ways that C2 can help address this question.

Peer Sharing

- Done throughout all levels of the organization from the BOD through Producers, CFOs, and Training and Development.
- These groups meet regularly to talk about trends, best practices, and new innovations to ensure C2 firms are always one step ahead of their competitors.

Local Touch

- The firms that make up C2 Solutions are the best in their region. They bring local expertise that only comes from being located where their customers are and understanding their unique needs in that market.

Regional Scope

- Through the C2 collaboration, C2 firms stay abreast of what is going on in our industry on a national basis. There is continuous collaboration between employees at all levels of the C2 firms. And, if there is ever a specific question about what is going on in another state, the C2 partners are only a phone call away.

Innovation

- Through the C2 partnership, firms are able to be disruptors in their markets. They constantly challenge each other to explore new solutions, share what they have tried in the past, and leverage this joint experience to bring the most innovative, fully-vetted solutions to their customers.

Strategic Collaboration

- Bringing together some of the smartest leaders in this industry allows the type of thought leadership and strategic collaboration that ensures that the customers of C2 firms are getting the best solutions available in the market.

Carrier Partners

- C2 is able to leverage the size of all firms to essentially become one of the largest employee benefit firms in the country. This allows C2 firms to competitively negotiate price, product, service, and market terms with our carrier partners.