



BROKER/ADVISOR PERSPECTIVES

INSIGHTS FOR AND ABOUT BROKERS/ADVISORS
ACTIVE IN THE SELF-INSURANCE MARKETPLACE

Open Letter to Brokers/Advisors Active in the Self-Insurance Marketplace

Welcome to our world!

For nearly 40 years, the Self-Insurance Institute of America, Inc. (SIIA) has been actively protecting and promoting the self-insurance marketplace with the support and involvement of employers, third party administrators, stop-loss insurance carriers and key industry service providers.

While the membership has historically included some forward-thinking brokers/advisors, our past experience has been that the majority of brokers/advisors have not fully appreciated the advantages of self-insurance and how this could be a growth opportunity for their businesses. But it's clear now that times are changing, with self-insurance becoming the approach of choice for those advising employers on how to best control health care costs.

SIIA is excited about all the positive momentum and invites this new generation of self-insurance advocates to become members of our organization. Membership will give you access to useful information and educational content, as well as to a large number of potential business partners who can help deliver self-insurance solutions for your clients with an emphasis on innovation and transparency.

And while these membership benefits are important, the value of SIIA involvement is even broader than that, as it will position you to be an active industry participant. Our organization is where the important industry players connect to solve problems, influence policy-makers and identify strategies to grow the self-insurance marketplace.

In other words, this is your opportunity to be a part of a bigger team working to advance the collective business interests of companies like yours and the clients you serve.

Join today at www.siaa.org We look forward to welcoming you as a new member.

Sincerely,



Michael W. Ferguson

President & CEO
Self-Insurance Institute of America, Inc.



Adam V. Russo, Esq.

Chairman of the Board
Self-Insurance Institute of America, Inc.

***P.S. Please plan to join us in San Francisco
September 30 – October 2, 2019 for SIIA's
National Conference & Expo – the world's
largest self-insurance event. Details can
be accessed at www.siaa.org or by calling
800/851-7789.***