



EmployeeBenefitAdviser | March 2009

Parting Shots

Letter to the Editor

I read Joe Part's January column ("Recognize the power of small accounts," p. 46) with particular interest. As Digital Insurance exclusively focuses on the small group market, I'd like to address the author's parochial views relating to brokers and agents who effectively outsource certain activities in order to offer a best-in-class solution to small businesses. Every day, brokers integrate service and technology solutions to expand their value proposition for one purpose — to gain competitive advantage. Firms realize they simply can't be all things to all customers. By effectively outsourcing, agencies leverage a partner's scale, technology, people and processes to deliver more to their customers. At Digital, we've spent the better part of a decade focused on building a brokerage solution for small business. After an \$8 million investment in technology, CRM integrations, building regional teams, attracting experienced professionals and becoming the outsource solution of choice for many of the premier agencies across the country, it is comforting to know that some of our competitors still offer standard products, standard prices and trainees' counsel about benefit options to this valuable market segment.

*Sincerely,
Mike Sullivan
EVP and Chief Marketing Officer
Digital Insurance
Atlanta, Ga.*