



**McGrawWentworth**

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## **NEWS RELEASE**

### **ATTENTION: BUSINESS EDITOR**

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### **McGraw Wentworth Earns Communications Awards for Health Care Reform Newsletters and Employee Benefits Guide**

**Troy, MI – June 28, 2011** – The Detroit Chapter of the International Association of Business Communicators (IABC) recently granted two Renaissance Awards of Honor to McGraw Wentworth, an employee group benefits firm in Troy, Mich. The Awards honor excellence in business communications designed to promote an organization's image, marketing or specific initiatives.

McGraw Wentworth earned an Award of Honor: Communications Skills for its health care reform newsletter series, recognizing the technical skills and creativity involved and the achievement of strategic business goals. Collaborating with the College for Creative Studies, the firm also earned an Award of Honor: Communications Creative for the innovative and effective visual design of the College's 2010/2011 employee benefits guide.

McGraw Wentworth created the "Reform Update" newsletter series to help Michigan's employers and human resources professionals digest and implement elements of the Patient Protection and Affordable Care Act (also known as Health Care Reform). Each newsletter is timely and targets specific, recently-released administrative rules and guidance. The newsletter series is one of several that McGraw Wentworth self-publishes, each focusing on employee health care group benefits topics.

“Health Care Reform is a complex, far-reaching topic. Our Reform Update newsletters parse the legislation into manageable, easy-to-understand segments and provide HR professionals with action items to comply with the various requirements,” stated Thomas P. McGraw, principal, McGraw Wentworth. “We value the recognition from IABC Detroit as it affirms that we are accomplishing our goal of helping Michigan employers understand and manage the impact of Health Care Reform.”

The 2010/11 College for Creative Studies Benefits Enrollment Guide was designed and written in-house by McGraw Wentworth staff, drawing upon the College’s extensive library of student and faculty art for visual impact. Working with the College’s human resources department, the team developed a comprehensive 24-page guide that reflected the creative mission of the organization as well as addressed the impact of Health Care Reform, summarized medical plan changes, and outlined coverage choices for employees. This is the second consecutive year that the McGraw Wentworth and College for Creative Studies team has earned an IABC award.

“College for Creative Studies faces many of the same benefits communications challenges as other Michigan employers but they are also a unique organization with a very unique culture,” commented William D. Wentworth, principal, McGraw Wentworth. “We are proud to partner with the College and provide them with an award-winning, tailored solution that incorporates the creative output of their faculty and students.”

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#### **About McGraw Wentworth:**

Based in Troy, Mich., McGraw Wentworth ([www.mcgrawwentworth.com](http://www.mcgrawwentworth.com)) is the state’s largest group benefit consulting and brokerage firm and serves mid-sized organizations headquartered in Michigan. The award-winning firm counsels clients on how to structure their group benefit programs and provides strategic planning, utilization review, benefit design, employee communications, compliance assistance and related services.

#### **About College for Creative Studies**

The College for Creative Studies ([www.collegeforcreativestudies.edu](http://www.collegeforcreativestudies.edu)), one of the nation's leading art education institutions, provides a dynamic learning environment where students explore issues of art and design, while preparing for careers in the professional world. In addition, the College offers non-credit courses in the visual arts through Continuing Education programs and provides opportunities for youth through Community Arts Partnerships.

## **About IABC/Detroit**

IABC Detroit (<http://detroit.iabc.com>) is one of the largest chapters within the International Association of Business Communicators (IABC). IABC is a global network of more than 15,000 communications professionals and the only multidisciplinary professional association dedicated to both internal and external communications.