McGraw Wentworth
a Marsh & McLennan Agency LLC company

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NEWS RELEASE

ATTENTION: BUSINESS EDITOR

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McGraw Wentworth's Health Care Reform "Play or Pay" Analysis Tool Earns Communications Award

Troy, MI – July 16, 2013 – McGraw Wentworth, an employee group benefits firm in Troy, Mich., recently earned a 2013 Renaissance Award of Honor from the Detroit Chapter of the International Association of Business Communicators (IABC) for its Health Care Reform Compass Report. The recognition was earned in the category of Communications Skills: Special Publications.

This is the fourth consecutive year -- and the second time for Health Care Reform-related materials -- in which McGraw Wentworth has earned an IABC Renaissance Award, which honors excellence in business communications designed to promote an organization's image, marketing or specific initiatives.

McGraw Wentworth's Compass Report provides C-suite and human resources executives with a highly detailed and customized analysis of the impact of the 2014 "Play or Pay" mandates at both the organizational and individual employee levels. Derived from an analysis of employer-provided and census data, the report provides each organization with a reasonable estimate of how many and which employees could be impacted positively or negatively by the employer's "Play or Pay" decision.

Designed and written by McGraw Wentworth staff in collaboration with Brophy Marketing Services, the Compass report framework and logic are updated as new guidance and regulations are released. The 45-page reports are generated in-house, with information provided primarily in chart and table form. Concise text provides background and context as needed.

“There is no ‘one size fits all’ approach to helping an employer prepare to comply with Health Care Reform. But every employer needs to answer the same questions,” said Thomas P. McGraw, president. “We developed this proprietary tool to educate our clients and guide them through a thoughtful, strategic decision-making process using data specific to their employee base.”

McGraw Wentworth’s 2013 client satisfaction survey indicates that clients value the Compass report, calling it innovative and timely, and rate regulatory compliance and plan design as among the most important elements of the company’s services. The client satisfaction survey is conducted bi-annually by an independent consultant.

Sample images are provided below.

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About McGraw Wentworth:

McGraw Wentworth, a Marsh & McLennan Agency LLC company, is an award-winning group benefits consulting and brokerage firm based in Troy, Michigan. The company 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. The firm is supported by Marsh & McLennan, the premier global provider of advice and solutions in risk, strategy and human capital. Follow McGraw Wentworth on twitter, LinkedIn and Facebook.

About IABC/Detroit

IABC Detroit 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.

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Excerpts from McGraw Wentworth Health Care Reform Compass Report