

Contact Number – (978) 474-4730

## **Suggested Questions for Jim Edholm, President, BBI Benefits, Inc.**

1. Why does BBI specialize in companies with 10-150 employees? Why not smaller or larger?
2. Why has your company been so successful over its 33-year life?
3. There are lots of insurance advisors available to the typical company. What makes your company different than the others?
4. What are the three biggest problems that your client employers face?
5. What are some of the most common benefit mistakes you see smaller businesses make in their benefit selection?
6. What can the smaller business do about the ever-increasing cost of health care?
7. How are other benefits brokers and consultants dealing with the increase? And what's wrong with that approach?
8. You've been quoted as saying, "If an employer is paying too much, that's largely their own fault." That seems harsh. What do you mean by it?
9. What do you mean when you say, "The secret to controlling benefits cost is to share the risk and to think long term.? What do you mean when you say that?
10. What options does a smaller company have to "share the risk" of health insurance?
11. How important to the typical employees of a company is a wide benefit selection? How can employers afford to widen their base of benefits when they really can hardly afford what they're offering now?

### *Suggested Introduction for Jim Edholm*

**Jim Edholm is founder and President of BBI Benefits, Inc., an Andover, Mass, advisor to businesses with 10 - 150 employees. His firm specializes in helping those companies compete with their much larger competitors by streamlining the costs of benefits and by providing HR and benefit design and compliance knowledge not readily available from the typical benefits broker. He is the author of two books: *Business Is a Large Target: The Business Owner/CEO's Complete Guide to Maximizing Results (and Profits) from HR and Employee Benefits*, and *An End Run Around Obamacare: Using Self-Funding to Lower the Costs of ACA Compliance*.**