



DOMINION BENEFITS

e-Bulletin

Questions?

If you have any questions regarding this announcement, contact your Dominion Benefits Consultant or Client Manager.

*Dominion Benefits
is an Employee Benefits
consulting firm located
in Richmond, Virginia*

*Customized solutions...
superior results*

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Dominion Benefits Launches Analytics Company and Expands Strategic Partnership

We are at an exciting place in our history. In less than ten years, Dominion Benefits has grown to be one of the largest employee benefits-focused firms in the region and nationally. We've developed proprietary analytics and a highly regarded service operation, uniquely focused on the needs of middle-market employers.

Recently, our business methods were validated with the patent award for our VALUE SELECTSM health renewal model. A second patent, based on the intellectual property in our self-funding tool, FUNDING SELECTSM, is pending. These tools are currently used extensively in our client work and are also supporting the work of benefit consultants in other markets.

Our landscape is changing with health care reform and other market shifts. Besides decision-support analytics and a robust service team, our clients increasingly need support in the areas of compliance, plan administration and employee services. In response, we are in the process of implementing a long-term strategy designed to maximize the support of our clients and broaden the marketability of our patented analytics. Strategy highlights include:

- Our first step is to create Dominion Analytics, LLC. Dominion Analytics will support the middle-market through partnerships with benefit consulting firms seeking to enhance decision-support services for their clients. Dominion Analytics has been working with clients in Maryland, California and Connecticut over the past year and is currently beginning relationships with firms in New York, Michigan and other markets.



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- Secondly, we have broadened our existing small business relationship with Digital Insurance. Dominion Benefits will be a foundation partner with Digital in the formation of a national middle-market benefits advisory business. The partnership with Digital will provide us with additional administrative services for clients, access to growth resources and economies of scale. Our people and basic approach will not change, but we will have access to a broader range of client service offerings, a national advisory practice, state-of-the-art technology, and additional health care reform related tools and solutions.

We are truly excited about this opportunity and beginning this next phase of our evolution. These steps will both deepen the resources available to our clients while expanding our potential business opportunity regionally and nationally.

If we haven't already, we'll be in touch with you soon to discuss these changes and answer any questions you may have. The [attached FAQs](#) also provide additional details. *Our clients do not need to take any action at this time.* We will make all necessary carrier notifications and initiate any changes required.

Dominion Benefits will be hosting a webinar on April 27th to discuss these initiatives, so please look for the invitation coming out soon. As always, we will continue to ensure you're well-positioned with your employee benefits program...now and in the future.

Regards,

Tim O'Shea
Principal