

Member Advantage  
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### **Change is in the Air**

“Change” is a word we have all heard over and over again for the last year. In these tough economic times everyone is changing the way they do things both at home and at the workplace to survive. WBA Insurance Services is no different and we have been changing non-stop over the last year. If you think you’ve seen what WBA Insurance is all about in the past you haven’t seen anything yet! The all new-and-improved WBA Insurance Services has arrived!

In the past, WBA Insurance Services, formally known as Build Wisconsin, has always provided the members of the WBA an association health plan through WPS Health Insurance. For years this plan has served as an important benefit for hundreds of members, their employees and their families. To this day the WBA Health Plan is still an important benefit for members. Two years ago I was honored to take over as the Vice President of WBA Insurance Services. My first goal in this position was to make my way around the state and attend as many local association meetings as possible. The purpose of this was to get a better idea of what members of the WBA needed and wanted from their insurance agency. The most common comment I heard was “Karl we tried the WBA Plan it just didn’t fit our situation.” It was clear to me what needed to be done. Change had to happen and that change has finally arrived.

In January 2008 we introduced a new association plan through Arise Health Plan. Arise Health Plan is a subsidiary of WPS and provides competitive managed care products (POS and HMO) for small group and sole proprietors in Northeast Wisconsin and the Wausau area. Arise offers competitive rates, local responsive member services, strong wellness benefits, flexible plan designs and exclusive plans for the members of WBA. Today we have over 65 companies on one of our member-only plans and our plans insure over 150 individuals and their families. That is a great start to a new plan and it continues to grow. With the help of our premier partner agency in the Green Bay area, Gordon H. Lenz and Associates this plan will continue to grow and keep health insurance cost for members down.

Because we recognize that Arise and WPS cannot cover every member’s needs throughout the state, we felt we needed to take the next big step. Beginning in July of 2009 WBA Insurance Services began offering health insurance through several other highly rated insurance companies. Those companies are; Anthem, Dean Health Plan, Group Health Cooperative of South Central Wisconsin (GHC), Humana, HumanaOne, United Health Care (UHC), Unity Health Insurance, AlwaysCare, Network Health Plan, and Principal Financial Group. This is just the beginning. We are currently looking at other companies to partner with in the near future. With these new options available through our agency we have more options to save you money on your health insurance.

Why is this important to you? In this economy we all are looking to save money and that is our job here at WBA Insurance Services. Not only do we provide you with quality health insurance options, we also look to save you money on your health insurance and health care cost as a whole. This year alone we saved the WBA staff over \$44,000 on their health insurance premium!

My goal here at WBA Insurance Services is to become your first resource for your insurance needs. That may mean working with us directly or it may mean working with one of our partner agencies around the state but the bottom line is, next time you think insurance we want your first call to be to WBA Insurance Services!

To find out more about the changes happening at WBA Insurance Services please visit our website at [www.wbainsurance.org](http://www.wbainsurance.org) or contact me, Karl O. Johnson, Vice President of WBA Insurance Services at: (888) 678-3015 ext.23 or by e-mail; [kjohnson@wisbuild.org](mailto:kjohnson@wisbuild.org)

*WBA Insurance Services is a wholly-owned subsidiary of the Wisconsin Builders Association® created more than 15 years ago. Our goal is to provide members with quality insurance programs at an affordable price. We are also the largest form of non-dues revenue for the WBA. We were created by members and are overseen by a Board of Directors, also made up of members. We truly are YOUR insurance agency.*