



APEX

Actively Promoting Employer eXcellence

Serving Texas UnitedHealthcare Customers



We hope you can take advantage of all that APEX has to offer.

Employee benefits, including health insurance coverage, are a big part of employee satisfaction...**and your bottomline.** We understand that it is challenging to stay on top of this fast-paced, dynamic and changing piece of your business.

APEX is **UnitedHealthcare's local customer loyalty initiative** that is designed to help you do this. APEX stands for **Actively Promoting Employer eXcellence.**

Consider it to be a primary link between you and UnitedHealthcare. The program has been locally developed to incorporate a continuous learning process to **empower you through education.** The more you know about what we can do for you, the better we can serve your needs.

Our goal is to keep you informed of all the fast moving changes going on within the health care industry, including all the **new ideas and products** that UnitedHealthcare is developing to assist you in designing your employee benefits programs.

APEX benefits

▶ Educational seminar series

The educational seminars are designed with the business owner, CEO, CFO, VP of Human Resources and Benefit Administrators in mind. Our goal is to provide insight on the topics of the day that impact employee benefit programs, including new products and strategies.

UnitedHealthcare will host three to five of these seminars a year. Topics of discussion will include consumer-driven health care, wellness, network transparency, legislative updates and more. Please stay tuned for the time, location and topic for these upcoming seminars.

▶ Benefit administration workshops

We welcome you to take part in some hands-on learning experiences which will allow you to kick the tires on all the tools that are at your fingertips through UnitedHealthcare **eServices.** Some of the topics we will cover include online enrollment and billing services, employee communication resources, and reporting. These sessions are perfect for the new benefits administrator, or for someone who just needs a refresher. For additional information contact your Strategic Account Executive.

▶ New & renewal implementation meetings

This is a great opportunity to get off to a great start! We invite you to take part in a formal implementation process on all new business relationships and any renewals that require special handling. If you're willing to invest the time, we'll make sure that the right people are available to attend who will be responsible for the follow through.

▶ Networking opportunity

Past participants have found our customer events to be a great networking opportunity that has established new peer relationships that provide the opportunity to share best practices.

▶ APEX Wellness Rewards

We've found that many employers want to implement wellness initiatives, but lack the necessary support to get started and may have some questions regarding the available options.

We believe in the value of the APEX educational seminar series as a tool in your Wellness plans and want to partner with you. Earn Wellness rewards for attending the educational seminar series and use the rewards towards your wellness program.



The Top. The Best. The Peak.

The key to unlocking free wellness awards:


- ▶ For every APEX event your leadership attends, UnitedHealthcare will establish a credit for use towards your Wellness program. Wellness award is issued as a premium credit on future bill(s).
- ▶ Premium/Fee credits for APEX attendance are provided as follows:
 - \$2.00 per enrolled UnitedHealthcare employee
 - \$2,000 limit per session

To qualify for Wellness credits, you must:

- ▶ Attend the APEX educational seminar series
- ▶ Access the APEX Wellness Rewards upon renewing with UnitedHealthcare
- ▶ Create a wellness business plan and budget with your UnitedHealthcare Strategic Account Executive and broker that outlines how the credits will be utilized to initiate or improve your company wellness program



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