



## Group Rating Programs FOR ASSOCIATIONS

P.1

Backed by 65 years of experience serving Ohio employers, Frank Gates/Avizent offers strong, stable group rating programs to partner associations. Currently over 50 associations have chosen us as their trusted administrator.

### WHY CHOOSE FRANK GATES/AVIZENT?

With us, you gain the advantages of a large association - including savings opportunities in all industry groups and multiple discount levels - while retaining your identity and building upon your strengths. You benefit from our comprehensive and unique program marketing strategy, including personalized, full-color marketing pieces targeted toward new membership, retention and revenue growth. Your members are offered the highest possible savings and have a reduced chance of being removed from group rating through our multi-tiered program and our cost control efforts. With retention levels consistently above 95%, our clients' trust in us shows.

Frank Gates/Avizent serves as a true partner, providing excellent service and consultation to you and your members. We are committed to meeting your needs in the following areas:

- **Membership Satisfaction** - Our workers' compensation team works one-on-one with your members, evaluating for all potential premium discount opportunities and helping to create

customized, cost-effective action plans.

- **Strategic Expertise** - We effectively manage every aspect of your program and provide advocacy and advice to help you navigate industry challenges.
- **Integrity** - Our experts are among the best in the industry, providing accurate savings estimates and program recommendations you can stand behind.
- **Growth** - We take a hands-on approach, actively working with you to target your best prospects, and converting them into members to grow your non-dues revenue.
- **Return-on-Investment** - Our aggressive pricing and savings opportunities provide high return-on-investment for members, helping you grow and retain membership, as well.

### PARTNER WITH US

Not just knowing your association and your clients, but acting on that information is key to a successful partnership. Allow us to learn more about your organization and see if Frank Gates/Avizent could be the right fit. To begin the process, please contact our Ohio Marketing Services team at 800.395.4119.