



January 9, 2012

Dear City Council Members,

My Administration recommends Fairview Insurance as our insurance broker based on their competitive pricing, wellness program, and personalized service.

Competitive Pricing

Last year, the City of Hoboken paid \$360,000 for an insurance broker. Fairview offered a few pricing options, all of which would result in considerable savings to the City.

Wellness Program

The base price of \$240,000 is an apples-to-apples comparison to the previous pricing of \$360,000. A second option, for \$312,000 per year, includes Wellness Coaching. This is the option we are proposing because in addition to resulting in an annual savings of \$48,000, we want to help employees be as healthy as possible both for the benefit of employees and to lower our costs for the long term. Fairview is the only broker that offered a wellness coaching option. This holistic approach to health and wellness will provide personalized service for our employees with one-on-one health counseling and development of health programs..

Personalized Service

Employees will have one phone number that they can call to ask questions about their plan and receive answers from dedicated, knowledgeable account managers. There will also be a one-stop website for receiving information.

Fairview's proposal and wellness program information can be viewed on the City Council documents page of the City website (www.hobokennj.org/docs/council/agenda12/Fairview.pdf). Please let the City Clerk know if you need any hard copies. Representatives from Fairview will be at the meeting to answer any of your questions. Please email or call the Business Administrator's representative, Chris Baldwin (201-420-2087 or cbaldwin@hobokennj.org), if you have questions.

Sincerely,



Mayor Zimmer

Cc: Business Administrator Arch Liston
Assistant Comptroller Chris Baldwin
Finance Director Nick Trasente
Corporation Counsel Mark Tabakin