

STUDENT HEALTH INSURANCE & PROCUREMENT: **Enhancing Value and Integration of Service**

Keeling & Associates, Inc. (K&A) helps campuses procure student health insurance plans that meet students' needs, integrate with on-campus health services, and deliver excellent value.

Why use K&A rather than a broker? Paying commissions (and other costs) to brokers significantly increases the premiums for your student health insurance plan. But do their services justify their high costs?

Why seek outside assistance if your campus never needed it before now? K&A brings to this work not only our combined specialized knowledge of student health insurance plans and procurement, but also our comprehensive understanding of today's students and their needs and our experience in working with many different campus health programs.

- We work with colleges and universities to improve the student experience and strengthen student engagement and achievement.
- During more than two decades of building healthier campus communities and stronger learning environments, K&A has helped more than 600 colleges and universities strengthen health-related programs, design more effective and student-focused clinical and prevention services, and produce meaningful and measurable outcomes.
- Our team of consultants includes accomplished clinicians, administrators, public health professionals, and strategists who bring knowledge and experience working on critical issues of health, health care, and health care financing in institutions of all types, sizes, and missions.

How can you partner with K&A to improve your procurement process? Our team has flawlessly and effectively managed student health insurance procurement projects with excellent results. But we go a step further by pooling our intellectual resources, diverse experience and broad knowledge of students and campus health services to help your team design and obtain the best health insurance program for you students.

In a collaborative effort, we can help you by:

1. Using proven strategies to make the insurance procurement process smooth and efficient.

2. Providing coordination, consultation and technical assistance throughout the procurement process, customized to your needs.
3. Working with your staff to develop objectives, requirements and specifications for the student health insurance program to provide high value for your students and solid integration with your campus services.
4. Developing a definitive request for proposals (RFP) document using examples and templates we've perfected over the course of previous project experiences.
5. Completely managing and executing the RFP process, including communication with vendors – thereby saving your staff hours of time, protecting them from the tedious parts of this process, preventing mistakes, and reducing administrative hassles, while providing an effective but filtered communications channel between your institution and vendors.
6. Assessing each proposal to help you rate and rank them according to the program specifications we helped you define.
7. Advising your team as they choose a single vendor to best match your needs.
8. Negotiating with vendors on your behalf; we deliver accurate and effective representation of your institution as a negotiating agent.
9. Developing a communications strategy to educate your students about the plan.
10. Providing technical assistance in the transition to and implementation of the new insurance plan.

For More Information >>

To learn more about K&A and our services in this area, please visit www.keelingassociates.com or call us at **212.229.4750**.

Related Resources:

- **Information Sheets from Keeling & Associates:**
 - Health & Counseling Center Assessments & Strategies: [Linked to Health & Learning](#)
 - Campus Community Initiatives: [For Health & Learning](#)