

The Advisor's Checklist for Driving Client Retention in Captive Models

This checklist is designed to help advisors strengthen client retention by delivering consistent value and proactive support within the group captive model.

Use these strategies to build trust, foster loyalty, and position yourself as an indispensable partner in controlling costs and improving outcomes.



Plan Performance and Customization

Conduct annual plan performance reviews with detailed client reporting.

Proactively recommend [adjustments to plan design](#) based on claims data insights and industry trends.

Facilitate mid-year reviews of health plan performance to make proactive adjustments before the renewal cycle.

Review and assess [third-party administrators](#) (TPAs) annually to be sure they meet evolving client needs.

Facilitate discussions on expanding or enhancing coverage options as client needs evolve.



Data Utilization and Education

Provide clients with updates on their claims data through tools like the [CSI Dashboard](#), explaining trends and highlighting actionable insights.

Educate clients on interpreting claims data to identify and implement cost-containment strategies.

Host annual workshops or webinars tailored to clients' industries, showcasing how other businesses in the captive achieve savings.

Develop visual aids or infographics to simplify complex data for better client understanding.



Client Communication and Engagement

Implement multi-channel touchpoints (e.g., quarterly check-ins, emails, personalized dashboard alerts) to maintain trust and ensure clients feel supported.

Help clients communicate ongoing savings and plan improvements to employees, enhancing engagement and satisfaction.

Regularly share success stories or new cost-containment strategies from other captive members.

Provide co-branded resources or marketing materials to help clients educate employees about the benefits of being in a captive.



Employee Health and Cost Management

Recommend or design employee wellness programs such as incentives for preventative care or wellness participation.

Partner with [pharmacy benefit managers](#) (PBMs) to reduce prescription drug costs and promote medication compliance.

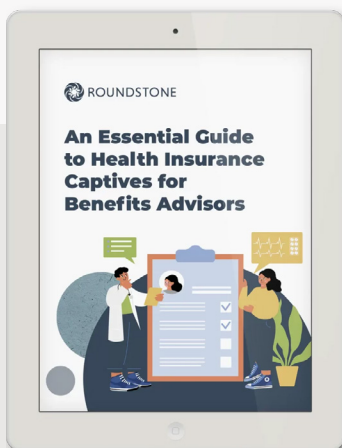
Guide clients in reinvesting surplus funds from the captive into improving employee benefits, such as reduced deductibles or enhanced coverage.



Long-Term Outcomes and Value

Share metrics demonstrating long-term financial benefits of captives, including savings percentages and historical [returns on unused premiums](#).

Ensure actionable follow-ups from client meetings, keeping a transparent record of decisions and next steps.



To learn more about the benefits of placing clients in a self-funded group captive with Roundstone, [download our free ebook](#), "An Essential Guide to Health Captives for Benefits Advisors."

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