



Benefits Alliance Announces Human Capital Benefits as New Member Firm

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Benefits Alliance is proud to announce that Human Capital Benefits has been selected as a new Member Firm. Human Capital Benefits is passionate about using their 30+ years of client experience to better manage risk on behalf of their clients.

"I have seen how active in the industry Chris Pryce has been even prior to joining Benefits Alliance," said Carlyne Eagan, President of Benefits Alliance. "I witnessed his commitment to ongoing professional development and education as well as his passion for representing and sharing his viewpoints as an advisor in industry forums, on behalf of plan sponsors and plan members. Certainly, these areas are a clear fit for becoming a member of Benefits Alliance. Chris has participated in a few of our conferences thus far, and he is jumping right in, connecting and sharing with his peer BA members. I am pleased to welcome Chris and his team to Benefits Alliance."

When asked what Human Capital Benefits plans to gain from joining Benefits Alliance, Chris Pryce, CEBS, shared, "Learning from BA Principals about what they are doing to better manage their staff and operations, so we can focus on accentuating the things that those firms now do very well, rather than make the same missteps will be key to our success. Getting better sooner and retaining that level of prominence is the key takeaway for our team."

Pryce said he is excited "to be part of a progressive and growing group of professionals who are focused on improving their knowledge to better serve their clients."

About Human Capital Benefits

Human Capital Benefits' goal is to use their expertise to identify the root cause of problems and to create solutions that manage those problems over the long term. Many competitors attempt to solve grassroots issues such as high utilization by "shopping plans," only to find out that the same pressures return and even intensify with the passage of time. Human Capital Benefits' consulting style is ideally suited to firms who appreciate "value added service." They recognize that group insurance is simply one aspect of the overall compensation strategy, and as such, they recognize that commoditizing their group benefits plan by simply finding the cheapest benefits provider year after year will ultimately do more damage than good.

About Benefits Alliance

Benefits Alliance is Canada's leading organization of independent benefits advisory firms. As an industry-leading not-for-profit association, Benefits Alliance focuses on education, collaboration, and advocacy by providing our members with tools, resources, and unique proprietary products and services that meet and exceed client expectations. Their members, who are employee benefit and retirement plan specialists, work with more than 13,000 employer plan sponsors who collectively have over two million Canadians enrolled in their plans.



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