

# MercerVIP Premium<sup>©</sup>

Guaranteed Consultant Exposure | Market Visibility for Solution | Understanding of Market Landscape

## DATA

- Interaction Analysis
- RFP Insights
- Events
- Mercer Briefing Book
- Roundup of State Health Legislative Developments

### Buy-Ups Available

Network Assistance  
SME Webinar  
Profile Config Review  
Email Highlight

## EDUCATE

- All DATA Components
- Assignment of a Mercer Relationship Manager (RM)
- Network Assistance
- Semi-Annual Subject Matter Expert Webinar
- Solution Spotlight
- MercerVIP Profile Configuration Review
- National Survey of Employer-Sponsored Health Plans

**All DATA Buy-ups**  
Virtual Meeting  
Mercer Participation in Vendor Webinar  
Quarterly 1:1 w/ SME  
Additional Meetings with Relationship Manager per 4 hours  
In-Person Consultant Roundtable

## INSIGHT

- All EDUCATE Components
- Concierge Support
- Annual Virtual Focus Group
- Host Virtual Meeting
- Email Highlight<sup>1</sup>
- Mercer Participation in Vendor Webinar

**All DATA & EDUCATE Buy-ups**

## FORUM

- All DATA Components
- Up to 8 hours (Single-session) and 6 consultants in-person forum
- Mutually agreed upon location and participants
- Travel expenses are excluded

**All DATA & EDUCATE Buy-ups**

<sup>1</sup>Mercer will also highlight a few MercerVIP vendors who have not elected to buy a Premium package throughout the year. Those vendors will be selected at random and restrictions will apply.

# MercerVIP Premium DATA

- **Interaction Analysis**

Data and insights on Mercer consultant interactions with your company and solution pages (page views, searches, etc.).

- **RFP Insights**

Data and insights on your company's RFP performance for Mercer opportunities and consultant rationale for wins and losses.

- **Events**

Ability to showcase (post) events to all Mercer consultants when they are interested in your solution.

- **Mercer Briefing Book**

A guide to Mercer's organizational structure, US Health teams, vision and key strategies, and vendor resources (provided once per year).

- **Roundup of State Health Legislative Developments**

Quarterly report from Mercer's Regulatory Resources Group of health plan compliance requirements by state.

## Plus Buy-Ups!

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Network Assistance

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SME Webinar

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Profile Config Review

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Email Highlight

# MercerVIP Premium EDUCATE

- **Assignment of a Mercer Relationship Manager (RM)**  
Quarterly 1-hour meeting with RM.
- **Network Assistance**  
Warm introductions to a consultant in each of the top 5 markets where you have interest.
- **Semi-Annual Subject Matter Expert Webinar**  
Two 1-hour live webinars each year to present product overviews and updates to the RM and 5 or more subject matter experts for your primary solution area(s).
- **Solution Spotlight**  
Showcase one of your Solutions in Mercer's semi-monthly email to US Health colleagues\*
- **MercerVIP Profile Configuration Review**  
30-minute meeting with a MercerVIP SME to review your profile configuration and get feedback on best practices to utilize the MercerVIP application.
- **National Survey of Employer-Sponsored Health Plans**  
Report of the results from the nation's largest, most authoritative annual health benefits survey performed by Mercer.

## Special Offer

Sign up by April 30, 2024 and showcase your solution on the featured product banner in MercerVIP for one week

## Plus Buy-Ups!

Network Assistance

SME Webinar

Profile Config  
Review

Email Highlight

Virtual Meeting

Mercer Participation  
in Vendor Webinar

Quarterly 1:1 w/  
SME

Additional Meetings  
with RM

In-Person Consultant  
Roundtable

# MercerVIP Premium **INSIGHT**

- **Concierge Support**

Enhanced access to your RM (1 to 2 hours per month) to discuss solution updates, general market feedback, and other topics of interest.

- **Annual Virtual Focus Group**

Meet with 8-10 consultants for one hour to get direct feedback.

- **Host Virtual Meeting**

Meet with a sampling of ~15 consultants from one of our Specialty Groups, our Large/Jumbo Employer Team (LJET), or our Mid-Market Team to “tell your story”.

- **Email Highlight<sup>1</sup>**

Individual email highlight from MercerVIP to a Mercer Specialty Practice, Large/Jumbo Employer Team (LJET), or Mid-Market team about your company.

- **Mercer Participation in Vendor Webinar<sup>2</sup>**

Mercer participation as subject matter expert in Vendor-sponsored client/prospect webinar (subject to content review/approval by Mercer compliance team).

## Special Offer

Sign up by April 30, 2024 and showcase your solution on the featured product banner in MercerVIP for two weeks

<sup>1</sup>Mercer will also highlight a few MercerVIP vendors who have not elected to buy a Premium package throughout the year. Those vendors will be selected at random and restrictions will apply.

<sup>2</sup>Webinar: SME to be determined based on fit and availability as determined by Mercer; request for Mercer SME participation must be made at least 2 months in advance of webinar date; vendor organized webinar must take place within the year of subscription; Mercer will not promote or endorse vendor or vendor services, or be specific to vendor's work with any client, but will speak objectively as a subject matter expert on the mutually agreed subject matter; if a vendor chooses not to host a webinar or invite Mercer to participate, Mercer has no other obligation for this service; Mercer has discretion to decline participation, including for legal or compliance reasons, or if vendor does not comply with these conditions.

## Plus Buy-Ups!

Network Assistance

SME Webinar

Profile Config  
Review

Email Highlight

Virtual Meeting

Mercer Participation  
in Vendor Webinar

Quarterly 1:1 w/  
SME

Additional Meetings  
with RM

In-Person Consultant  
Roundtable

# **\*New\*** MercerVIP Premium FORUM

- **In-Person Consultant Forum**

Meet with up to 6 Mercer Consultants for an 8 hour, in-person Consultant Forum. Location and participants must be mutually agreed upon. Travel expenses are additional and paid for by client.

- **Interaction Analysis**

Data and insights on Mercer consultant interactions with your company and solution pages (page views, searches, etc.).

- **RFP Insights**

Data and insights on your company's RFP performance for Mercer opportunities and consultant rationale for wins and losses.

- **Events**

Ability to showcase (post) events to all Mercer consultants when they are interested in your solution.

- **Mercer Briefing Book**

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## Plus Buy-Ups!

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Network Assistance

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SME Webinar

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Profile Config  
Review

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Virtual Meeting

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Mercer Participation  
in Vendor Webinar

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Quarterly 1:1 w/  
SME

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Additional Meetings  
with RM

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In-Person Consultant  
Roundtable

# **\*New\*** Buy-up Opportunities

Select Vendor Consulting Services are now integrated into our MercerVIP Premium packages – creating a streamlined offering of services available to Vendors / Point Solutions.



## **Quarterly 1:1 Meeting with a Subject Matter Expert**

Meet with a Subject Matter Expert (SME) for 1-hour on a quarterly basis (4 hours total). SME must be mutually agreed upon and a different contact than your assigned MercerVIP Premium Relationship Manager and aligned with Vendor's product area/category.



## **Additional Meetings with MercerVIP Premium Relationship Manager**

Ability to purchase an additional 4-hours of virtual meetings with assigned MercerVIP Premium Relationship Manager, service cannot be prorated per hour.



## **In-Person Consultant Roundtable**

Meet with up to 3 Subject Matter Experts (SMEs) for a 4 hour, in-person roundtable discussion. Location and participants must be mutually agreed upon. Travel expenses are additional and paid for by client.

*Available as a buy-up to these packages:*

**EDUCATE**

**INSIGHT**

**FORUM**

# MercerVIP Premium Buy-Up Opportunities

DATA

EDUCATE

INSIGHT

FORUM

Network Assistance

SME Webinar

MercerVIP Profile  
Configuration Review

Email Highlight

All DATA Buy-Ups

Virtual Meeting with ~15 consultants from Specialty  
Group

Mercer Participation in Vendor Webinar\*

**\*New\*** Quarterly 1:1 with 1 SME

**\*New\*** Additional Meetings with Relationship  
Manager

**\*New\*** In-Person Consultant Roundtable

All DATA & EDUCATE Buy-Ups

*Buy-ups can be purchased and completed at any time during the 12-month contract*



# **\*New\*** Featured Product Banner on Consultant Dashboard

*Limited time offer when you sign up with Educate or Insight packages*

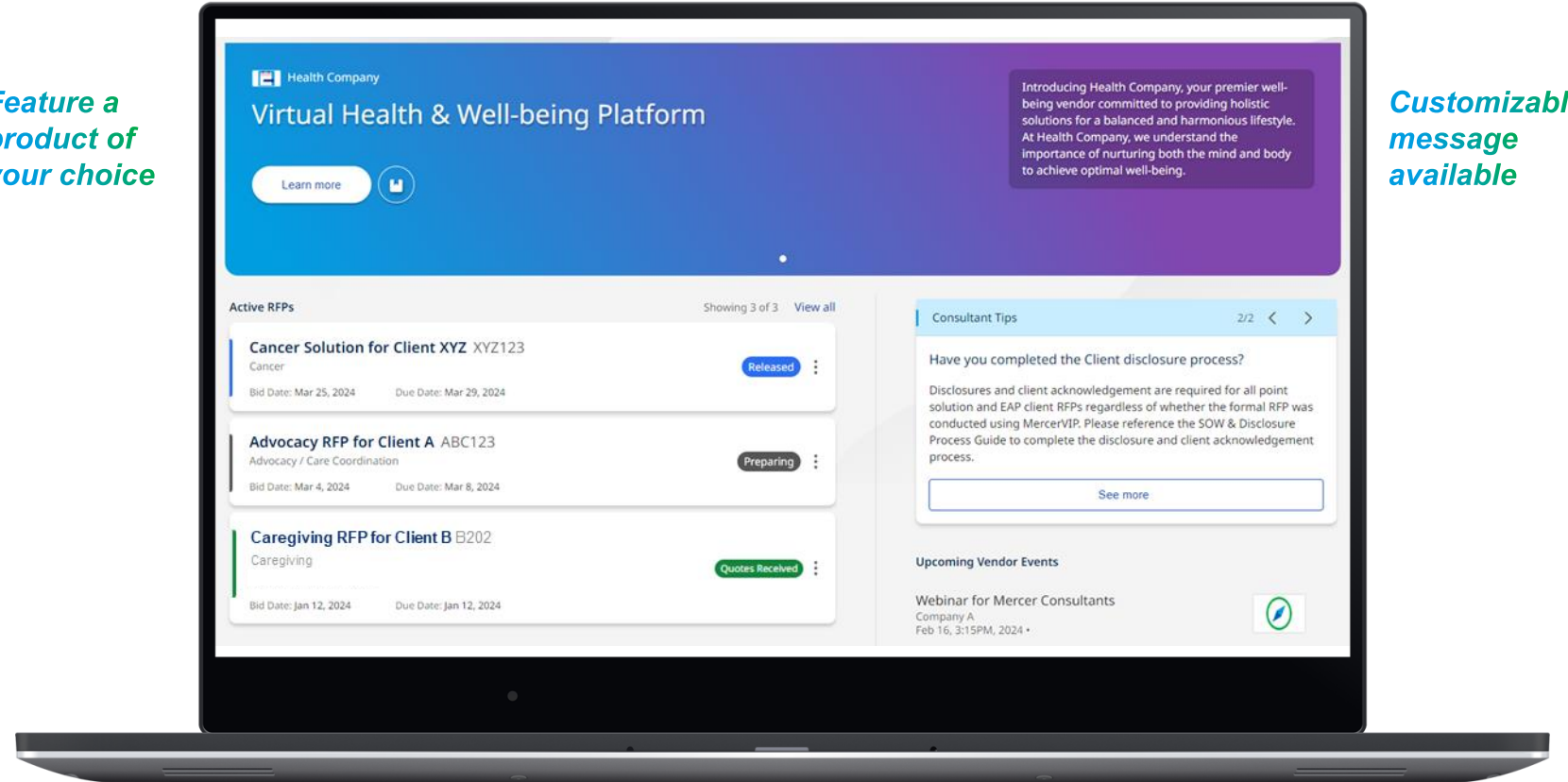
**Be seen first!**

Consultants see their dashboard before they navigate anywhere else in MercerVIP. Increase your product exposure by being the first thing they see!

**Showcase your solution on the featured product banner!**

Limited time offer expires on  
April 30, 2024

*Feature a product of your choice*



*Customizable message available*

Educate package: Feature runs for 1 week  
Insight package: Feature runs for 2 weeks