



A PARTNERSHIP BEYOND JUST BUSINESS

Benefit Strategies & SandMartin



OUTSOURCING SUCCESS STORY

Benefit Strategies, LLC was founded by Paul Smith in 1989 with the vision of offering high quality Section 125 Plan Administration services to employers. Two years following, Benefit Strategies expanded its services to include COBRA, Commuter Choice and Health Reimbursement Arrangement Administration. To close the gap in available skilled work force and rapid growth, Paul explored an economical & efficient solution: the SandMartin Outsourcing model. This option guaranteed him cost saving, improved processing efficiencies with highly skilled talent & most importantly, ensuring his team could refocus solely on client management and satisfaction.

“The decision was easy, with SandMartin; I found the right partners pursuing a similar vision and possessing familiar family owned core business values having a strong legacy of over 20+ years in outsourcing TPA services. Their team's skills & their developed processes utilizing software solutions were already in place” says Paul Smith.

Sunil Goel, The Founder & President of SandMartin, met his promise; to deliver the right partnership & skilled expertise to help Benefit Strategies drive efficiencies, reduce costs and focus on his core competency – client satisfaction.

Although Benefit Strategies had the option to choose between the two models of outsourcing i.e. Full Time Employment (FTE) model or the Hourly Model, they were committed to using the FTE model from the outset. Paul knew the advantage of the FTE model; a dedicated, virtual team entirely at their disposal outside their office in another time zone. “The FTE model with SandMartin has been the best way to align our two teams through one to one communication with the team leads.

Existing technical familiarity coupled with well thought out data migration process at both ends, ensured the transition was smooth and uneventful. Advanced preparation and well-defined SOPs were perfected by regular conference calls. Having the foresight to start with a team of 4 FTEs working initially only on claims processing, Paul found that his team at SandMartin doubled in less than a year's time. With a larger team working at SandMartin benefits of outsourcing truly started to bear fruit and Benefit Strategies finally had found the solution to their concerns of staffing.



“There is a very natural partnership between Benefit Strategies & SandMartin based on the same values & work ethics, which has helped us to meet our overall objective of “Better Client Servicing” and expanding our business. SandMartin has been like an extension of our own office overseas providing us access to a dependable team, enhancing our processing capabilities, improving turn-around times for clients all with added advantage of lower costs of processing the work.



- Paul Smith, President, Benefit Strategies LLC

With soaring confidence in the Sand-Sourcing Model (SandMartin Outsourcing), Benefit Strategies expanded their relationship to various other verticals beyond claims adjudication. Specifically, CDH Enrollment processing, COBRA processing, HRA administration, validation of health carrier feeds, debit card substantiation, discrimination testing & special projects for implementation & annual plan renewals. SandMartin also assists Benefit Strategies with a variety of administrative work to include; electronic file processing, accounts receivables & email indexing. Today, SandMartin has 20 members of their team dedicated to Benefit Strategies' clients from their office in India.

In order to foster team and relationship building within the outsourcing boundaries, it is important to embrace a spirit of closeness and mutual respect. Therefore SandMartin and their 350+ trained specialists along with Benefit Strategies celebrate their growth together by observing each other's cultural events and continue to closely participate in each other's moments of personal success. This respect has promoted a better rapport at all levels of staff.

As a result of the trust developed in the relationship and the multiple levels of physical and data security provided by SandMartin, Benefit Strategies grants direct access to their server to SandMartin. Being a visionary, Sunil Goel from SandMartin was always committed to the highest levels of compliance with the international security standards and is proud of the fact that SandMartin is one of the very few global companies to have both ISO 27001:2013 (ISMS certification equivalent to SSAE 18 norms in the US) & ISO 9001:2015 Certification. At SandMartin, no processors can access personal data from their workstations and with various security controls including state of the art firewalls & end-point protection tools, the highest importance is given to data protection and confidentiality.

“SandMartin has been the ideal partner for us to help tide over our busy periods and staffing crunches. In our long-standing relationship, we have never come across situations where the work has not been delivered on time, infact on numerous occasions we have found that the quality of work delivered by SandMartin has outshone that of the in-house processors.

- Bethany J. Smith, Executive Vice President
Benefit Strategies LLC

“SandMartin is well placed at multiple metro locations in India enabling them to attract talent pool committed to meeting deadlines - Quick Turn-Around Time has been a promise met. The quality of their work even under the peak-season pressures has been greatly appreciated by the Benefit Strategies team. SandMartin's managers have always motivated their team members to put in their best, rise up to challenges and at times have managed to even outshine the internal team at Benefit Strategies. The Sand-Sourcing solution has been the right choice – finding expertise and staffing for growth is no longer a challenge at Benefit Strategies.”

“My vision for Outsourcing was always to provide Clients with Quality Back-Office services to give them an extra-edge over their competition by having an office function 24x7, focus on their core-competencies and to ultimately also reduce costs of operations.

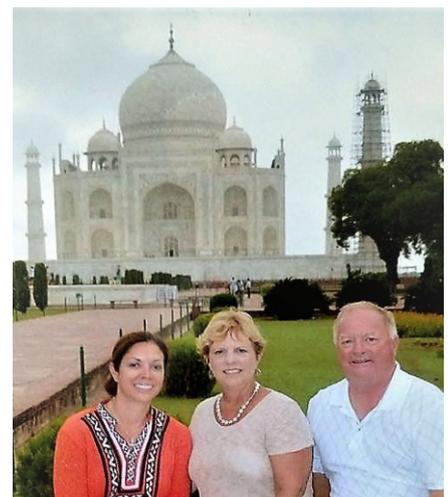
At SandMartin, we have always strived to add value to our clients and have been innovating our service offerings to keep up with the dynamic global environment.

- Sunil Goel, Founder President
SandMartin - Outsourcing Experts



Today, Benefit Strategies serves over 2500 valued clients throughout the United States. Benefit Strategies has saved several million dollars over the 10 years partnership with SandMartin and redirected those funds to expanded client services.

Benefit Strategies on their recent visit to The Taj Mahal Agra - India



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