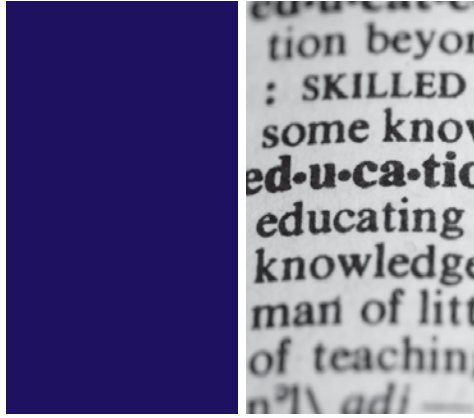


Bringing together new resources and a fresh point of view



FirstPerson helps innovative employers turn benefits into a competitive advantage

One might think the uncertainty created by health care reform and the politics swirling around it would put companies like FirstPerson, one of Indianapolis's top benefits firms, in a precarious position. "Not so," says CEO Bryan Brenner. The way he sees it, as the economy shifts to more high-tech and service-oriented businesses, attracting a smart, sophisticated workforce becomes critical, and well-crafted employee benefits programs become a competitive advantage.

"Regardless of what legislative changes come and go, employers need someone to help them create a competitive advantage – to bring guidance, navigation and advice – followed by strong messaging and communication to their employees, all wrapped in project management skills to ensure strong delivery," he says.

FirstPerson's clients have from a few employees up to 5000. They include top names in Indianapolis

FIRST PERSON
BENEFIT ADVISORS

business: ExactTarget, Gene B. Glick Company, Katz, Sapper & Miller, Krieg DeVault LLP, and Mike's Car Wash.

What they have in common, according to Brenner, is an entrepreneurial spirit. "They believe their employees are an advantage to them, that happy, productive employees make a better business. We tend to attract sophisticated employers, ones that really care."

Brenner founded FirstPerson, formerly Benefit Associates, in 1997 on the premise that in addition to helping top-level executives make decisions, it was critical to develop and take that message down to the employee level. "Employers need that guidance, advocacy, support and advice," he says. "Everything we do supports that. We project plan. We do analysis. We deliver messages. We're communicators."

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His experience had shown that though executives worked hard to make good decisions, "many failed to make that meaningful to the end user: the employee, their family and kids. I thought if you could make a difference with that communication, you could really create a niche. It's been quite productive for us."

Research suggests that future employers will be either abdicators or innovators, Brenner notes. "Abdicators will say, 'I just want this to go away. I don't like offering benefits. I wish the government would take it all over.' The innovators will say, 'I'm going to take advantage of the marketplace and do something

innovative. I want to be one of the best places to work."

"We want to work with the innovators, because we can make them better."

FirstPerson takes the innovator message seriously, implementing programs internally that mirror those they advise their clients to adopt. The company was named a 2010 Best Places to Work and was honored as an Indiana Companies to Watch firm.

"We create an environment of health first, balance and self-confidence," Brenner says. "Our people are very engaged in the mission of the business. They're engaged in their own health, their own balance and productivity. We work really hard to create that connectedness. I think that shows to our customers. It brings life to our service. It brings passion. It brings smart people. And so we are able to create here internally what we say we will help our customers create. We want to be authentic and not just tell others to do it."