

How Expresslink used FORMFIRE to Boost its Brokers' Business

Who is Expresslink?

Expresslink is a General Agency for group health and ancillary insurance that currently supports over 500 independent insurance agencies in managing and building their books of business.

Challenge

Brokers must gather and process large volumes of data in a finite amount of time while staying on top of each Carrier's specific application and requirements for medically underwritten products.



13%

Expresslink **expanded its Broker client base** by 13 percent and continues to grow



26%

increase of **prescreened agencies** - a total of approximately 1,200 Groups in 2019

Solution

FormFire's all-in-one platform enables Expresslink's Brokers to easily capture all prescreening information required for various Carrier applications up-front and then process it for benefits pricing, plan selection and enrollment.

- ✓ Best possible rates
- ✓ Smoother sold case submission



45%

increase of **prescreening submissions** sent to Carriers by Expresslink Brokers



22%

increase in its **Sold Group volume** by Expresslink agencies

*All statistics based on data from the 2018-2019 period.

For more info, call 216-357-7400
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