# strategic partners

**The Benefits Alliance Group is proud to announce a new Strategic Partner:**



1. Name of the Partner and their line of business

* HumanaCare
* Employee Assistance Program (EAP/EFAP)

1. Key Contacts at the Partner:

* Jamie Marcellus
* [jmarcellus@humanacare.com](mailto:jmarcellus@humanacare.com)
* 1-800-661-8193 x 264
* 647-232-7891 (cell)

1. Effective Date:

* January 1, 2020

1. The Partner’s Value Proposition:

* Benefits Alliance has a preferred standard price as well as preferred compensation
* HumanaCare is the only EAP provider that pairs a Nurse with the plan member to improve the plan member experience, outcomes as well as ensure the plan member receives the most complete and appropriate care for their situation.
* Full service EAP with unlimited, clinically appropriate counselling (including virtual counselling).

1. The Pricing Model for BA members:

* $2.65 per employee per month, guaranteed for 3 years
* 15% commission to the advisor

1. The Financial Model for BA:

* 2% of total revenue to the BA
* $10,000 sponsorship

1. Provincial Restrictions (if any):

* none