

#partneringstrong | #beyondsavings

Hello [Name],

partners.

As we continue through another promising year, we want to share a few of Gallagher Affinity's highlights so far! We hope you enjoy reading about building stronger member relationships, top offerings from our new member benefits program and our latest workforce trends report.



Success is Not a Secret

While it's essential to get the best for your association and members, the relationship we maintain with our partners is just as significant. When it comes to building a strong program that satisfies all parties involved, it's paramount that both the association and provider find common ground and have a shared idea of prosperity.

Here are five aspects of a successful association partnership:
Clear, regular and responsive communication – We maintain clear,

- consistent and responsive communication, fostering open and transparent dialogues while promptly addressing inquiries.
 Shared goals and vision We are at ease discussing their objectives,
- expectations, obstacles and feedback. Our goals are harmonized and guided by a unified vision.
- Reciprocal trust We believe in each other's commitment to mutual wellbeing and are adept at overcoming challenges together.
- Productive teamwork We cultivate an environment where sharing ideas leads to improved outcomes through effective collaboration.

• Tangible results – Our objectives are well defined with measurable success criteria, and we conduct regular assessments and trackable adjustments to

ensure progress.

The American Dental Association's (ADA) approach to meeting its members' needs is second to none, as well as their ability to build strong relationships with program

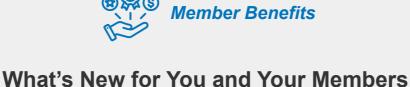
"We look for long-term partnerships that create a win-win-win for all—for both sides of the partnership, as well as for our members. We are not looking to add new products all the time, and we don't want to be oversold. It is much more important for us to have realistic

expectations for the program and that they grow over time."

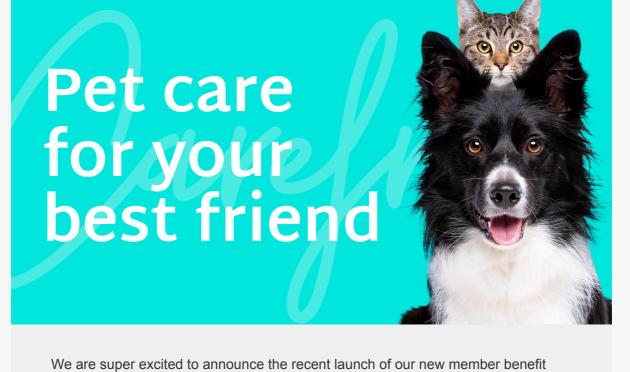
– Deborah Doherty, Chief Executive Officer of ADA Business Enterprises, Inc.

The ADA's mission is to help dentists succeed and support the advancement of public health. They are a leading provider of resources and solutions for dental professionals to help them thrive in their careers.

Well done, ADA!
You've set the standard for strong association partnerships!



New Benefit Program for Affordable Pet Care



with the appropriate level of protection for their needs. Featured benefits include ID tags and profiles, annual pet damage warranty coverage of up to \$1,500 and 24/7

This new partnership allows pet-owning members to choose a comprehensive plan

program with Carefree Pet!

Boost Benefits

Virtual Vet.

Rates start at \$9.99 per month, and association members get an additional 10% off Carefree Pet's standard plan and Carefree Pet Plus.

Shop Now

Gallagher in the News



across 15 industries and every U.S. region.

To keep up with other companies, it's important you're aware of the latest trends happening right now. Here are five emerging developments to watch:

Enhanced

Tackle

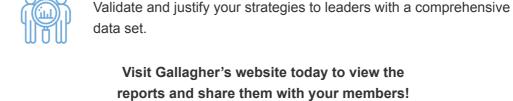
Employee

Explore insights and learn strategies from the highest-performing employers by reading our 2023 U.S. Workforce Trends Report: Best-in-Class Benchmarking Analysis! We collected data on more than 4,000 for- and non-profit organizations



o-performing organizations.

Ensure your strategies are in line with the market but also



distinguished from the competition.

View Report

We look forward to continuing to grow.

Contact me if you'd like to learn more about our Group Life, Personal and Business Insurance or any of our programs so that we can help you and

Sincerely,

your members find the right resources and solutions.

[AM First Name]

[AJG Account Manager Name]
Your dedicated Marketing Account Manager
[AM Email] | [AM Phone Number]



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