

Employer-sponsored sales process in healthcare in u.s essay sample

[Business](#), [Employee](#)



Facilitator:

Employer-sponsored sales process (ESSP) is a system of establishing benefit plan under which the employers provide benefits to their employees at no or comparatively minimal low cost. Employees who subscribes to this plan have a way of accessing discounted services. Employers also benefit from the plan because adopting the plan is characterized with some tax-deductible aspects and it acts as a strategic approach of developing employees' loyalty.

Presently, employer-sponsored plan is a vital component of the \$2.6 trillion U. S healthcare industry. The plan's goal targets establishing a sustainable healthcare benefit plan that is affordable and beneficial to both the employer and the employee (Hughes-Cromwick, Root & Roehrig, 2007).

Accreditation is vital in protecting the public from exploitation from profit-based institutions. This practice ensures that only reputable institutions that meet certain quality standards are serving the public. According to Radermacher & Brinkmann (2011), accreditation offers a formal procedure for ongoing assessment and improvement of the programs, which is essential in enhancing performance. Underwriting is the process under which the insurance company evaluates the risk presented by an applicant to sorts the risks characterizing the group in order to decide whether to endorse the application. In contrast, rating regards to a procedure in which the results of underwriting are utilized to assign a price in relation to what the insurer considers being the cost of assuming the financial liability for the applicant's prospective claim. Ethical issues in underwriting emanates with the need of adopting fair decisions that could account for the diverse population. This is prompted by the fact that diversity presented by the applicants means that

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an evaluation criteria that may be fair to one group but unfair to another. Underwriting procedures should balance the concerns of applicants by being sensitive to their social status, religious and ethical beliefs, race and ethnic among others (Radermacher & Brinkmann, 2011).

References

Hughes-Cromwick, P., Root, S., & Roehrig, C. (2007). Consumer-driven healthcare: Information, incentives, enrollment, and implications for national health expenditures. *Business Economics*, 42(2), 43-57. Retrieved from <http://search.proquest.com/docview/199845139?accountid=45049>

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