

Business Insurance

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When it comes to service, value, quality and innovation, no other brokerage firm is as consistent as Mid American Group. Whether being named one of the most productive brokers for four consecutive years or being among the finalists in the Readers Choice awards for the past three years, Mid American is leading the way.

M MID AMERICAN GROUP, INC.

SPOTLIGHT
Reader's Choice Awards

Mid American ranks in Reader's Choice 3 years in a row

Mid American Profile December 2010

Mid American Group Inc. is a "value-driven" innovative employee benefits consultancy and insurance brokerage firm. MAG's core business focus is mid-market employers—those with 100 to 2,500 employees. Mid American Group's most unique product is

The Leading Edge[®], which was developed by CEO & Founder Jim Lill. This product is an exclusive administrative, communication and employee benefits program. It is offered to qualified clients and prospects. MAG is successful because it has great clients and competent employees. MAG is in constant search for excellence. For 10 straight years, MAG has been on the Business Insurance list of the most productive brokers. —By Michael Bradford

Highlights from:

Mid American still reigns as most productive December 2009

• The Westmont, Ill.-based employee benefits broker, consultant and administrator generated an impressive \$367,892 in revenues per employee in 2008, making it No. 1 in *Business Insurance's* Top 20 ranking of the most

productive U.S. agents and brokers for the fourth consecutive year. • Technology also plays a role in the firm's productivity, Mr. Lill said. All of Mid American's in-house administrative services, for example, are done on Web-based applications, he said. So the status of COBRA recipients, the balances of flexible spending accounts, and timelines associated with the Family and Medical Leave Act all are maintained on a secure site. "As a result, the staffing for both Mid American and our clients is at the most productive level," he said.



Mr. Lill

• Timothy J. Cunningham, a principal with OPTIS Partners L.L.C. in Chicago, attributes Mid American's success to its "very disciplined" business approach.

Not only does the broker have a clearly defined client size, but it "will not do business with an account that does not get and appreciate their value added," Mr. Cunningham said. "As such, their account size provides sufficient scale to deliver the value added to an audience that appreciates their value proposition." —By Sally Roberts

Highlights from:

Mid American offers clients wide choice August 18, 2008

• Consequently, Mid American decided to go a step further and provide administrative services to middle-market clients that had minimal human resources and benefits personnel and were looking for guidance in navigating the benefits territory, Mr. Lill said.

account administration to Health Insurance Portability and Accountability Act compliance training to employee assistance programs in addition to brokerage services. Customers seem to appreciate Mid American's offerings, as it was voted best retail brokerage with less than \$25 million in revenues in the *Business Insurance* 2008 Readers Choice Awards.

• "We try to engage our customers frequently," Mr. Lill said. "Instead of periodic meetings, we're actually in the trenches with our customers on a day-to-day basis." —By Kristin Gunderson Hunt



Today, Mid American offers services ranging from flexible spending