

AP Producer News

NWBA is Now Slingshot Benefits!

April 27, 2021

Same dependable benefits, same dedicated customer service, new name that hits the mark.

Dear Valued Producer,

Please welcome [Slingshot Benefits](#), your new health care solution for small businesses that is replacing Northwest Benefit Alliance (NWBA) as of May 1, 2021.

Slingshot Benefits takes the complexity out of employee benefits, helping small and mid-sized businesses purchase, access and manage competitive health insurance and other benefits — simply and cost-effectively.

Your clients currently enrolled in NWBA will have a seamless transition into Slingshot Benefits, with all benefits automatically staying the same. Members will be notified this week about the upcoming name change by Vimly Benefit Solutions, which will remain the third-party administrator (TPA).

Furthermore, you'll still have access to the illustrative rating capabilities you have come to expect through NWBA. These unique benchmarking tools that can help your clients compare community-rated plan options in one consolidated format will continue to be available through Slingshot Benefits.

[Visit the Slingshot Benefits Website](#)

Your partners at [Advanced Professionals Insurance & Benefit Solutions](#) and Vimly Benefit Solutions remain dedicated to your customer service needs and hope to make this transition as smooth as possible.

Got questions? We are ready with answers at the following new email addresses for all Slingshot Benefits business:

- Vimly Benefit Solutions: slingshot@vimly.com
- Advanced Professionals: slingshot@advprofessionals.com

The respective NWBA email addresses will continue to work through 2021.

Learn More About Slingshot Benefits

As we bid farewell to NWBA, the journey for Slingshot Benefits is just beginning, and we're excited to have you join us for the ride!

To learn more about the value proposition of Slingshot Benefits and the current available products, please download the below marketing resources, which soon also will be accessible on the Slingshot Producer Resources site via [AP Connect](#).

2021 Slingshot Benefits Brochure: View program side-by-sides, carrier and partner information, and read more about the mission and vision of Slingshot Benefits.

2021 Slingshot Benefits One-Page Flyer: This double-sided document features the highlights of the Slingshot Benefits program in an easy-to-share format.

Diversify Your Product Offerings with Slingshot Benefits

Through Slingshot Benefits, you can offer even more to your clients with access to Advanced Professionals' growing list of additional products and services.

Available exclusively to accredited producers of Advanced Professionals, these programs may be used with our health insurance programs, or programs outside of Advanced Professionals. Please click below to learn more or to sign up today!

Benefit Administration – Ease

Ease helps insurance producers offer their small and midsize business clients better service through simple technology. Ease makes it simple to set up and manage benefits, onboard new hires, stay compliant, and offer employees one destination for all their human resources information. Today, more than 70,000 small and midsize business use Ease for benefits and HR.

[Learn more or register.](#)

Flexible Benefits – Navia

Navia is a full-service benefits provider dedicated to building producer and employer relationships. Navia functions as an extension of your team, providing industry-leading service, communications, and technology to make everyone's life easier. Through Advanced Professionals, Navia offers a full product suite, including FSA, HSA, HRA, COBRA, Commuter and Wellness benefits.

[Learn more or register.](#)

More than 64 percent of Americans have personally experienced a data breach. Employees are seeking protection and expertise – and employers want to provide it. Advanced Professionals has partnered with Allstate Identity protection as their monitoring capabilities exceed the competition and programs offer \$1 million identity theft protection.

[Learn more or register.](#)

Contact Your AP Sales Team

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If you need access to or have questions about AP Connect, please contact AP Training Manager Shannon Spencer at 206.788.8983 or Shannon.Spencer@advprofessionals.com.