



**blueprint:**  
a unique benefit process™

**STARTER KIT**



**Employee Benefits**  
**Veterinary Specialty Practice**



# Welcome

## A small investment... a significant return.

In order to better understand if our knowledge, capabilities, tools, and expertise in the Veterinary Industry are relevant to your needs, we ask you to invest 15 minutes of your time to complete this initial survey and confidential questionnaire.

Using what we learn, we then create a **Blueprint** which provides a strategic plan with the actions and timelines required to achieve your goals. We will also present our toolbox in a manner that is relevant to your needs and goals.

## At this point you may or may not choose to hire us.

No matter what you decide, the Blueprint is yours to keep: you can choose to throw it out, implement it yourself, or give it to your current consultant to serve as a guide for going forward.

**No matter what your choice is, we guarantee the time we spend together will be very valuable.**

## blueprint:

Is a unique benefits process that elevates the value created by every dollar spent on employee benefits.

We believe your practice's success is maximized when employees receive the appropriate resources and recognition. That is why it is critical for us to begin every relationship by acquiring a deep understanding of your unique nature and needs. Only then are we able to identify the best possible solutions to help you protect and continuously elevate the relationship between your practice and its employees.

## Engagement in our process enables you to elevate:

- The respect and trust employees feel for your practice;
- Employee engagement and productivity, and;
- The prosperity of your business.



# Initial Survey and Confidential Questionnaire

To help you begin experiencing our process and to ensure you get the most value possible from your participation, please complete the Scorecard and Confidential Questionnaire, and return to our team at GCG via email or fax (847-615-7802).

Name: \_\_\_\_\_

E-mail: \_\_\_\_\_

Practice/Hospital Name: \_\_\_\_\_

Address/ Suite: \_\_\_\_\_

City/ State: \_\_\_\_\_

Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_



# The blueprint scorecard

To help us understand your current situation, please complete the Scorecard and circle the number that most reflects your thoughts on each phrase: 1 = Strongly Disagree, 10 = Agree Strongly

|  |   |   |   |   |   |   |   |   |   |    |
|--|---|---|---|---|---|---|---|---|---|----|
| Circumstances beyond our control are forcing us to shift a growing amount of benefit program costs to employees. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Our annual renewal process is reactive and causes anxiety, confusion and frustration                             | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Our employees do not understand and fully appreciate the value of the benefits we provide                        | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| The presentation, communication and education around our benefits does not motivate and engage our employees     | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Our systems, processes and technology are not integrated, automated or scalable                                  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Providing benefits has become increasingly complicated and unmanageable.   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Providing benefits is a growing liability we wish would just go away.  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |



# Confidential Questionnaire

1. When thinking about your current benefit program, what are your greatest concerns?
2. What do you like most about your current benefit program?
3. What do you wish was different about your program?
4. Are there benefits you're not offering today that you wish you were?
5. If applicable, what's keeping you from offering the benefits listed in Question 4?

