



MORELGROUP

For Immediate Release:

**MOREL GROUP LAUNCHES NEW CORPORATE IDENTITY**

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The Morel Group has launched a new corporate identity and branding to support its goal of leadership in the area employee benefit management. "There were a number of compelling reasons to rebrand the Morel Group," noted Vice-President Cory Morel. The strategy of reducing healthcare costs without a reduction in plan offering continues, but we wanted to highlight the benefits of our innovative philosophy."

The Morel Group has always focused on 5 areas within their mPATH™ program with their clients in order to best serve them. They **research** their client's history by auditing previous contracts & plans, determine shortfalls, exposure/liabilities and known financial drains to organization. They **educate** the HR and Finance teams on alternative ways to control costs without a loss of current benefits. They **plan** the process by developing and managing complex employee benefit issues including consulting, support services & actuarial reporting. The Morel Group also **negotiates** with insurers/providers, health care specialists such as HHI Healthcare Solutions and manages Trust programs. And finally, once the program is ready to rollout, the Morel Group **launches** the program by providing technology and face to face contact by way of frequent communication with insurers and plan members about changes. Providing critical reporting for increased client planning & control is a key offering by their team.

Morel Group's fresh new look has been rolled out via logo, website, corporate materials, signage and updated colours. *"The timing is right to really strengthen the message we are telling the employer community. We wanted to really focus on our strength as a leader & innovator over 35 years."* states Cory.

*"By continuously developing new ideas and solutions for clients, the Morel Group provides a voice to advocate for smaller businesses while educating them on how they can control their organizations costs without removing benefits,"* stated Kelly Morel.

*"We really care about our employers and partners-many of which have been with us from the start of the Morel Group and so we continue to show our passion & commitment to finding ways to reduce healthcare costs,"* states President Ray Morel.

**About Morel Group**

Morel Group provides creative group insurance solutions for employers throughout North America. They've developed a proprietary benefit process called mPATH™ that shows employers how they can capitalize on cost-effective ways to lower their healthcare costs without any loss of benefits.

For more information visit: [www.morelgroup.com](http://www.morelgroup.com) or reach out to our [team](#) to find out more about how we can provide your organization with innovative benefit programs.



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