



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 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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