

## Human Capital Management: Payroll, HCM & PEO | CE Proposal

Continuing Education Program

Human Capital Management: Payroll, HCM, & PEO

### **Objective, Benefits, & Syllabus**

**Course Title:** Human Capital Management: Payroll, HCM, & PEO

Provider: PayrollMart

Number: Open

Date Submitted:

Credit requested: 1 Hour CE, Insurance

#### **Objective:**

The objective of this class is to define Human Capital Management, Payroll & Professional Employer Organizations impact on Small to Mid-Size employers and how this impact affects insurance agents & employee benefit specialist.

Our goal is to educate insurance agents, brokers, and employee benefits specialist on Human Capital Management since one of the largest expenses facing employers is to provide **Benefits** for their **Human Capital**...their employees.

#### **Benefits:**

The insurance agent will gain insight on the 10 categories of Human Capital Management, the service and technology that has been developed for industry to better streamline manual processes for the employer, payroll company, the insurance carrier(s), and the agent.

The insurance agent will be able to recognize the "Employer of Record" in a Co-Employment arrangement, i.e., a Professional Employment Organization.

The insurance agent will learn best practice technology for Employee Benefit Administration, Benefit Portals, and Insurance Carrier File Transmission.

**Course Outline:**

**10 minutes: Session I**

- I. Introduction, overview of class objectives **(2 min)**
- II. Recent history & Trends in the Payroll Industry **(7 min)**
  - a. Employer Taxes vs Employee Taxes
  - b. Unemployment: FUTA vs SUTA
  - c. FICA: Social Security & Medicare
  - d. State, City, & Local
  - e. State Disability & Paid Family Leave
  - f. Paid Sick Time Mandates
  - g. Deductions vs Contributions (401k, IRA, H S A, FSA, & DCFSA)
  - h. ACA

**Polling Question: (1 min)**

**20 minutes: Session II**

II. Human Capital Management **(9 min)**

- A. Employee Lifecycle
- B. Technology Integrations
  1. API & EDI
  2. Electronic File Transfers
- C. Case Studies **(10 min)**
  1. Deloitte by Paylocity
  2. Forester by Isolved
  3. Case Study(s) Overview: ROI (Return on Investment) **Both case studies explore the Return on Investment when Employers invest in Human Capital Management Systems to automate manual processes associated with Hiring, Onboarding, Tracking Time, Benefits Management, Off Boarding, etc...**

**Polling Question (1 min)**

**19 minutes: Session III**

III. PEO (Professional Employer Organization) and their role concerning HCM **(10 mins)**

- A. Recent history of the PEO Industry
  1. # Of PEO's & # Of Employers on PEO's
  2. PEO Market Cap
- B. Co-Employment
- C. IRS Certification
  1. Certified PEO's & Why this is important
- D. PEO Services Offered
  1. Payroll & Payroll Tax
  2. Employee Benefits
  3. Workers Comp

4. EPLI
3. HR Support & Technology
- E. 4 Steps-Best Practices for Successful Exit or transition
  1. **Discovery**
    - i. Client Profile, Persona, Infrastructure, Timeline
  2. **Analysis**
    - i. Identify Fees
    - ii. Identify Potential Tax Restarts
    - iii. Section 125
    - iv. Benefits Cost Analysis
    - v. Workers Comp & EPLI
    - vi. Payroll & HCM Costs
  3. **Implementation**
    - i. Data Aggregation
    - ii. Payroll History & Balances
  4. **Support**
    - i. ASO & HR Support
- F. PEO FAQ's: Source NAPEO

IV. **Case study:** PEO Exit Case Study of a 15 Employee company, located in New Jersey, who was with a very large PEO for 10+ years. **(9 mins)**

1. **Employer/Company Profile:** Machine Manufacturing, demographics were predominantly young single males, except for 5 Medicare Age Eligible Employees.
  2. New Jersey Small Group Benefits is Age Banded
  3. Employees were enrolled on High Deductible Health Plans, under 20 Employee Medicare was primary anyway for the Medicare Eligible
  4. We identified the Fees by carving out the Workers compensation insurance
  5. Broker provided the comprehensive benefits solution
  6. Implemented the Payroll and Benefits Portal (the group has turnover... paperless onboarding was important)
  7. Employer Saved \$30,000 in Fees and \$30,000 on the Health Insurance
- G. Polling Question: (1 min)**

### **Insurance question for education providers**

1. Explain how this course contributes to an agent's understanding of the complexities of Insurance decision-making within the context of insurance transactions.
  - a. This course covers several key areas of interest when it comes to Human Capital Management, Employer of Record, Co-Employment: the employer & employer relationship within a Professional Employer Organization, Employee Benefit Plans, Benefit Administration fees, and analysis.

**We desire to have the ability to teach this class both in-person, and online – but will likely be hosting most of these online due to COVID-19 restrictions, social distancing, etc.**

### **Following addresses how classes will be conducted online. CE Webinar –DOI application**

1. How will agents be monitored? Agent/participant names will appear on the screen for the instructor and administrator to monitor. A report will be printed at the end of the webinar showing attendee time in session. Polling questions will be asked every 10-15 minutes and participants must respond to each one to receive CE credit for the course.
2. How does the instructor know whether the students have signed in? Agent/participant names will appear on the screen for the instructor and administrator to see who is signed in. A report will be printed at the end of the webinar showing sign in and sign out times.
3. What are the checks to ensure the student is participating? Polling questions will be asked every 15-20 minutes and participants must respond to each one in order to receive CE credit for the course.
4. How will the student be able to respond? Students can ask questions or respond to the polling questions through a chat feature.
5. Will the student be able to ask questions of the instructor? Yes, through the chat feature.
6. How will the instructor respond to the students? The instructor will use the chat feature.
7. Does the Instructor/provider have a feature to track time in the course for each student? Yes, it appears on a report that is run at the end of the webinar. This information will also be used to determine if the student will receive CE credit.
8. How will the instructor know when the student has signed out? Agent/participant names will appear on the screen for the instructor and administrator to see who is signed out. A report will be generated to show sign in/out times.

**Educator:** PayrollMart 116 Research Drive Bethlehem, Pa 18015

**Instructor:** Paul Aemisegeo, [paul@payrollmart.com](mailto:paul@payrollmart.com)

### **Instructor Bio:**



Hi, my name is Paul Aemisegeo, I have been working with Brokers, Advisors, and employers for my entire career, 25 + years... right out of college, I interviewed with ADP for 7 hours over the course of 2 days and was never hired, so then pursued a career with **Northwestern Mutual** in November of 1995, at NML, I was introduced to Individual and Group Insurance Products, a year later, 1996, I was hired by **Wood Logan**, out of Greenwich, CT, as a Sales Support Associate for wholesaling Fixed Annuities to Financial Advisors, and then in late 1997, I had an opportunity to join a small **General Agency** out of Long Island, NY, **Professional Group Plans (PGP)**.

As an independent contractor, for **Professional Group Plans (PGP)**, I was responsible for building my own Broker & Advisor Distribution Channel, primarily working in the NY Greater Metro Marketplace and eventually, across the entire country.

During my 20-year career at **Professional Group Plans (PGP)**, my individual Book of Business as well as **PGP's** book grew substantially, working with thousands of Brokers and their Employer Clients.

Over this time, I learned more & more about the **Payroll & PEO industry**, most of the data that we needed was controlled by payroll companies and our Brokers were losing business to PEO's.

In 2010, I launched my own Payroll Service Bureau, learning the Payroll Business from the ground up...I split my time between managing my **PGP** book of business and working with our brokers in selling payroll, and unbundling **PEO's**.

In late 2013, I sold the payroll company and launched the idea of PayrollMart, a Payroll & PEO Wholesaler, serving Brokers, Advisors, and their Employer Clients, with the mission to make Payroll Easier.

By 2018, I "retired" from **PGP** to run PayrollMart on a full-time basis.

Our area of expertise is HCM Implementations, PEO Exits and PEO Transitions...**providing solutions, resources, & education** for our Brokers and their Employer Clients is a passion of mine.

**Sources:**

- I. National Association of Professional Employer Organization
  - a. 2021
  - b. **napeo.org/what-is-a-peo/selecting-a-peo/faqs**
  - c. napeo.org
  - d. **8/5/2021**
  - e. **napeo.org/what-is-a-peo/selecting-a-peo/faqs**
- II. The Total Economic Impact of iSolved People Cloud
  - a. July 2021
  - b. Project Lead: Kim Finnerty
  - c. iSolved.com
  - d. **8/5/2021**
  - e. **Pages 11-27**