

## Reimagining Relationships

*Laurie Kazilionis, Senior Vice President, Integrated Benefits Account Management Services, describes how her team is keeping in touch with Episcopal institutions, and how she plans to incorporate virtual contact into future interactions with those CPG serves.*

As we've navigated this crisis of COVID-19, we have discovered that there are some things we can do slightly differently. We've always put a huge premium on our relationships. But one of the things that the IBAMS Team has realized is that the relationships are incredibly valuable, but the way we go about accomplishing them might be slightly different. Our model has always traditionally been in-person visits with our bishops, our administrators.

And we have discovered that we have strong relationships, and we can continue those strong relationships virtually. The value of that virtual format will be that we can be more efficient with human resources. We can be more efficient with the resources we've been entrusted with.

Our Benefits Partnership Conference that has traditionally been held in May needed to be postponed, and that necessitated us to go back and figure out a new way to do it.

We are currently planning two short afternoon virtual sessions in July to gather our clients together and provide them with critical content — the things that CPG needs our clients to know. We want to give them a mini-virtual Benefits Partnership Conference experience.

Going forward, we're going to use the learnings of the last few months to both build relationships in-person and to cultivate relationships. And we look forward to seeing you soon.