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## Case Study

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# Telamon Insurance

## CHALLENGE

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In the highly competitive world of insurance and employee benefits, being able to offer a complete line of products and services to companies is a must. With the dissolution of a long-time partnership with an employee benefits provider, Telamon Insurance was left without a viable solution to offer the marketplace. HCR, an employee benefits company, had a great benefits offering, but lacked the full range of insurance products that it needed to successfully compete long-term.

Greg Susco of Telamon and John Snyder of HCR had crossed paths over the years, but hadn't done business together. The fit between the two companies was ideal, but they needed a relationship structure that would allow them the flexibility to operate independently if that became necessary. Neither had any experience in putting together a business structure like this, and they quickly realized that they would need an experienced advisor to put them on the path for a successful partnership.

## SOLUTION

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Greg Susco, Vice President of Telamon, first met Michael Vann through the Entrepreneurs Organization in Boston. When it came time to choose an advisor to put the transaction together, Greg knew Mike was the right person to put it together.

As Susco said, "I knew that if we were going to move this deal forward, we needed an experienced advisor who was tough, thorough and engaging while still being conservative enough to structure a deal that both sides could be comfortable with."

The Vann Group was engaged and worked in conjunction with HCR's advisor to come up with a structure to get the deal done.

As Susco noted, "Mike put the whole deal together from start to finish. He did the financial modeling and deal structure and took it all the way to the point of handing it over to the attorneys. I was much more at ease, being able to go to the attorneys with the deal already laid out, rather than going to them without one."

“With Mike involved, we were able to lean on him to keep us focused on what was important and manage the process to its completion.”

*-Greg Susco*

## RESULT

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The relationship has exceeded expectations. “The partnership has been even more successful than John and I expected,” said Susco, “We were able to put together a great structure that allowed us both to get what we wanted. With Mike involved, we were able to lean on him to keep us focused on what was important and manage the process to its completion.”

The deal has resulted in a successful partnership that will serve as a model for all of Telamon’s future partnership opportunities.