



FOR IMMEDIATE RELEASE

Brieden Consulting Group Celebrates 10-Year Anniversary

Grosse Pointe, MI – Much like the eighth installment of that 70s slasher film no one asked for, Brieden Consulting Group is back for more – this time to celebrate its 10th Anniversary as a trusted partner and leader in the healthcare industry.

Brieden Consulting Group (BCG) is a Michigan-based employee benefits broker specializing in group services, with an emphasis on culture enhancement and development. More than just benefit experts, the team at BCG are culture specialists – providing value and communication on what matters most for companies and their employees.

“A 70s slasher film? What?,” said Hans Brieden, President & CEO of Brieden Consulting Group, taken aback by the opening paragraph of this press release. “Who OK’d this copy? I did? Oh, okay. Anyways, what was the question?”

Moving right along, BCG was founded in 2013 after Brieden’s previous 25+ years in the industry proved that clients were being underserved by an antiquated and complacent agency system.

“Our purpose from the beginning has been to provide our clients with meaningful benefit solutions with an attention on education,” said Brieden. “We help clients achieve their best **CAMPRA**, a concept that recognizes and measures the value of the employer/employee partnership”.

The healthcare industry is one that often casts its own shadow; perceived as rather expensive and complex for companies to navigate. However, Brieden Consulting Group’s direct relationship with carrier partners allows for market-best plans and benefits, making each of their clients an employer of choice.

“At the end of the day, we’re talking about helping real people. Many large corporations don’t realize the families and lives they impact on a daily basis; but we do. Our organization puts the planning in benefit plans to ensure our clients are met with accurate, affordable solutions,” said Debbie DoBiesz, Vice President of BCG. “One last thing - Hans really approved this copy? Are we sure he’s okay?”

Over the past decade, Brieden Consulting Group has seen exceptional growth from hiring the right talent to expanding beyond Michigan’s borders. By putting their knowledge, experience and dedicated employees to work, BCG is now proudly serving the domestic United States.

“In ten years we’ve managed to build something truly special,” said Brieden. “Ten years from now, I hope that we’ve continued our mission and vision of serving our clients with the utmost dedication to the health and wellness of their employees.”

Brieden Consulting Group knows no boundaries when it comes to being a partner that clients can trust in all areas that influence their culture of promoting a balanced and profitable business. Ten years in the business, means business.

“But we’re not a mean business?” inquired Brieden. “Oh *mean* business, I get it. What’s that? How did we make it ten years under me you’re asking? Oh, I have no idea. Yeah. Wait, you’re not going to publish this righ–”.

In all seriousness, we want to thank each and everyone of you for an incredible 10 years – it would not be possible without our exceptional clientele and dedicated team. Thank you!

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