

ADD CASE STUDY

— SYSTEMS AFLAC GROUP PRODUCTS

- Hardware development company
- 125 employees
- Largely remote workforce

Enrollments in prior years were completed using paper election forms and handled by a single HR person. With a largely remote workforce they were looking to introduce an enrollment platform that could support open enrollment, new hire onboarding and manage eligibility with the carriers. The broker was looking to provide a broader set of voluntary benefits, at lower cost, with the ability to integrate them into a platform while enhancing the education and engagement with Benefit Counselors as part of a core enrollment.

*Client had employees completing enrollment using a **paper election form**.*

SOLUTION AND RESULTS



- Installation of platform, Employee Navigator, with ongoing feeds & eligibility mgmt
- Supported core enrollment with Ep6ix certified counselors as part of a virtual enrollment using call center and screenshare meeting
- Enrollment Technology, Communication, Benefit Counselors were provided at NO COST to employer. Employee Navigator fully subsidized with **feeds for 2 years**.



- **94%** of employees completed enrollment with a Benefit Counselor
- **97%** approval rating of Benefit Counselor by employees
- **87%** of text messages successfully delivered to employees

ENROLLMENT BY THE NUMBERS



VOLUNTARY BENEFITS

- Accident, Hospital & Critical Illness
- **70** enrolled employees



• **\$ 37,734** in Annual Premium



WHOLE LIFE & CHRONIC CARE

- MassMutual Whole Life
- **21** enrolled employees



• **\$10,150** in Annual Premium

TOOLS TO ENHANCE VALUE & SUBSIDIZE COST

ACTIVE ENROLLMENT

We define active enrollment as at least 75% of eligible employees completing enrollment with a Benefit Counselor. We can subsidize communication and enrollment platform for up to 2 years with voluntary benefits & active enrollment.

VOLUNTARY BENEFIT OFFERING

Introduction of 2-3 worksite or voluntary benefits to be offered

WHOLE LIFE

Introduction of a whole life option for employees on a voluntary basis