

- Nursing homes
- 18 locations in MA and CT
- 1,600 benefit eligible employees

Enrollments in prior years were completed using paper election forms and handled by the Business Office Managers at the various locations. The broker assisted the client with an implementation to ADP's Workforce Now platform to transition all of the benefits to ADP where employees could make elections and the elections would then be fed to the carriers. This implementation incorporated worksite supplemental health plans built out on ADP along with MassMutual's whole life. In order to assist employees with accessing ADP Workforce Now, the client elected to have Ep6ix Benefit Counselors assist all employees as part of an active enrollment.

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

## SOLUTION AND RESULTS



- Assisted employees with accessing their benefits in new platform, ADP Workforce Now, as part of enrollment in their benefits.
- Setup voluntary benefits on the ADP Workforce Now with feeds setup to manage eligibility easily within the platform
- Established "self-administered" billing using the platform feed and file delivery in order to avoid any need for a list bill or reconciliation by the client
- Hired to handle all new hires for core, ancillary and voluntary benefits with an Ep6ix Benefit Counselor



- **84%** of eligible FT employees completed enrollment with a Benefit Counselor
- **92%** approval rating of Benefit Counselor by employees
- **83%** of text messages successfully delivered to employees

## ENROLLMENT BY THE NUMBERS



### VOLUNTARY BENEFITS

- Accident, Hospital, CI & STD
- **535** enrolled employees



- **\$ 293,875** in Annual Premium
- **\$ 68,479** Broker comp



### WHOLE LIFE & CHRONIC CARE

- MassMutual Whole Life
- **147** enrolled employees



- **\$151,682** in Annual Premium
- **\$ 54,605** MM broker comp

## 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