

- Basement Systems is a network of basement waterproofing and crawl space repair contractors spanning across the United States and Canada. They are located in Seymour, CT and operate as 2 distinct business units
  - Basement Systems
  - Connecticut Basement Systems.
- 468 benefit Eligible employees

Enrollment in prior years was supported by a different enrollment partner but still lacked engagement according to the client and broker. This year included carrier changes for the medical, dental and vision along with a replacement of the voluntary benefits carrier. These changes highlighted the need for increased education and engagement. Ep6ix was selected to help deliver a custom communication campaign that combined pre-communication using digital, print, text and email along with rated and credentialed Benefit Counselors to assist employees as part of an active enrollment, onsite and call center, to facilitate education of the new medical plan, ancillary and voluntary benefits.

**Challenge:** Client needed help with the education of benefits alongside carrier changes for medical, ancillary and voluntary benefits.

## SOLUTION AND RESULTS



- Assisted employees with enrollment in Employee Navigator platform including medical, dental, vision, voluntary benefits and new permanent whole life.
- Trained and prepared 11 Ep6ix Benefit Counselors to support core enrollment leveraging ep6enroll.app.
- Provided bilingual education and support for non-English speaking employees.
- Built and deployed custom communication plan including branded posters, video, text and branded html emails. **\*Click on or scan the QR Codes to access poster and video**
- Delivered all enrollment data to carriers and TPA's in their custom file layouts in order for employees to have their medical cards in time for 1/1/25.
- Case Management and reporting included Benefit Counselor feedback reports and daily "Scheduled", "Completed" and "Not Yet Scheduled" report to client.
- Enrollment solutions included branded landing page with links to schedule a consult with a Benefit Counselor onsite, through the call center or using a screenshare meeting.
- Continue post-enrollment with the management and onboarding of new hires.

Poster



Video



- **51.88%** of eligible FT employees completed their enrollment with a Benefit Counselor
- **47 of 48** employees gave their Benefit Counselor 5-stars ★★★★★
- **89%** of text messages successfully delivered to employees

Ratings



## ENROLLMENT BY THE NUMBERS



### VOLUNTARY BENEFITS

- Accident, Hospital, Critical Illness with Cancer and Short-Term Disability



- **413** enrolled policies



### WHOLE LIFE & CHRONIC CARE

- Permanent Whole Life



- **148** enrolled policies

## TOOLS TO ENHANCE VALUE & SUBSIDIZE COST

### ACTIVE ENROLLMENT

Active enrollment requires all benefit eligible employees to make elections of their benefits for the current year. These enrollments were supported with a Benefit Counselor through Employee Navigator platform.

### VOLUNTARY BENEFIT OFFERING

Introduction of 3 worksite or voluntary benefits to be offered.

### WHOLE LIFE

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