

- Largest horticultural growers in the world
- 24 Locations in FL, GA, MA, NC, SC, TX & VA
- 600 benefit eligible employees
- Diverse population including English, Spanish and Creole languages

Enrollment in prior years was on UKG with passive enrollment and very little engagement of employees during open enrollment. This led to considerable challenges with employees understanding their benefits throughout the year. The new Human Resources Director wanted an active enrollment with onsite and call center or screenshare meeting options supported by Benefit Counselors. There were considerable changes that helped to also drive the need for education and engagement including: a new pharmacy benefit carveout program; a new gap plan, a standalone telemedicine option and a new permanent whole life benefit. Bilingual Benefit Counselors who spoke multiple languages including Spanish and Creole were needed onsite at all locations, across multiple states, over 2 weeks.

Challenge: Client needed to increase engagement and benefit awareness of their overall benefits package.

SOLUTION AND RESULTS



- Provided a full-scale communication campaign consisting of digital and print communication via text, email, video, posters and postcards in English, Spanish and Creole. ***Click on or scan the QR Codes to access poster and video**
- Trained and prepared 20 Ep6ix Benefit Counselors to support core enrollment within UKG.
- Coordinated logistics and scheduling for Benefit Counselors to be onsite at 11 locations for 2 weeks with virtual consultation options for all.
- Utilized ep6enroll.app for communication and case management including Benefit Counselor rating reports and daily "Scheduled", "Completed", and "Not Yet Scheduled" reports to the client.
- Supported build out and testing of permanent whole life on the Enroll Confidently platform with ongoing deduction feed setup to UKG.
- Created census enrollment template for employer paid telemedicine



- **94%** of eligible FT employees completed enrollment with a benefit counselor
- **100%** approval rating of Benefit Counselors by employees 5-stars ★★★★★
- ***Click on or scan the QR Code to access Benefit Counselor Ratings**
- **96%** of text messages successfully delivered to employees

Poster



Video



Ratings



ENROLLMENT BY THE NUMBERS



VOLUNTARY BENEFITS

- Accident, Hospital, Short-Term Disability & Critical Illness



- **120** additional employees enrolled



WHOLE LIFE & CHRONIC CARE

- Permanent Whole Life



- **137** enrolled employees

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 option or through self-enrollment on the UKG platform.

VOLUNTARY BENEFIT OFFERING

Introduction of the Group Short-Term Disability plan to replace the individual plan and streamline the Voluntary Group benefit offering.

WHOLE LIFE

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