

- Municipality in CT
- **475** FT employees

This group is a municipality in Connecticut that historically did all their enrollments on paper and manually entered all changes into the carrier portals. The group wanted to transition to a benefits administration system with feeds to carriers but did not have the budget to afford the implementation or ongoing cost. In addition, the group wanted the deduction information to feed into payroll from the enrollment system. Finally, after years of passive enrollments HR was looking to conduct an active enrollment with enhanced communication and engagement as the focus. To accomplish this, new tools for communication were utilized and Benefit Counselors provided support for enrollment and the onboarding into the new enrollment system. There was also a need to build custom integration from their payroll system, Munis, to the enrollment system for ongoing demographic data to flow into the enrollment platform.

Challenge: Education, Engagement, Enrollment & Administration

SOLUTION AND RESULTS





- New App, Ep6enroll.app powered by Enrollify:
 - Voicemail allows direct communication from HR
 - Push & text communication (webinars & reminders)
 - Send links and videos
 - **Provide access to schedule virtual mtg w/ a Benefit Counselor**
- Enrollment Options
 - Call Center, "Face-to-face" onsite
 - Virtual Screenshare meeting
- Credentialed Benefit Counselors
- HR Reporting for access to enrollment completion & appt status
- Built custom integration between enrollment platform and client's payroll software
- Built enrollment technology platform for online enrollment or core, ancillary and voluntary benefits



Video



- Voicemail: **358 of 475** successfully delivered
- SMS results: **82%** successfully delivered
- **248** completed consults with a Benefit Counselor
- Direct employee feedback from **65** employees
 - **63** employees gave their Benefit Counselor 5 stars 
 - **2** employees gave their Benefit Counselor 4 stars 



Poster

ENROLLMENT BY THE NUMBERS

VOLUNTARY BENEFITS



- Accident, Hospital, Critical Illness & voluntary Short-term Disability
- **154** enrolled employees



- **\$61,520** in Annual Premium
- **\$19,125** in Broker Commission

WHOLE LIFE & CHRONIC CARE



- MassMutual Whole Life
- **45** employees enrolled



- **\$26,783** in Annual Premium
- **\$9,642** in Broker Commission

TOOLS TO ENHANCE VALUE & SUBSIDIZE COST

ACTIVE ENROLLMENT

Active enrollment completed with Benefit Counselor support for enrollment and onboarding into the new enrollment platform.

VOLUNTARY BENEFIT OFFERING

Introduction of three (3) new voluntary benefits were offered.

WHOLE LIFE

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

GA OVERRIDE

Earned GA override on the dental and vision to fund ongoing support of the platform and eligibility management.