

- Subcontractor for Mercedes Benz – grew from 33 FT employees with 252 new-hire employees
- 1 location in Tuscaloosa, AL

The broker needed case management, communication and added enrollment support with a short timeline of only 3 weeks to build out the platform and onboard and educate 252 new hires, as well as meet with the 33 existing employees to make them aware of the new life insurance offering.

*Broker and Field team needed additional bandwidth along with case build, case management and communication support*

## SOLUTION AND RESULTS



- Introduced new Term Life with Long-term care product as new offering to help fund enrollment costs
- Communications included posters, postcards, custom HTML emails and branded MMS text messages Built
- Term Life with Long-term care on Employee Navigator.
- Provided back updated and cleaned census data back to the client
- Platform integration, communication, Benefit Counselors, and consolidated billing provided at NO
- COST to employer



- **53% of employees seen in a VB only enrollment**
- 81% text messages received
- 95% approval rating for counselors
- **569% increase in voluntary benefit plan participation (\$34k originally in force)**
- **600+% increase in Dental and Vision AP**

## ENROLLMENT BY THE NUMBERS



### DENTAL AND VISION

- **187** enrolled employees



### VOLUNTARY BENEFITS

- Accident, Hospital, CI, Cancer and STD
- **153** enrolled employees



### WHOLE LIFE & CHRONIC CARE

- Term Life with Long-term care
- **86** employees enrolled

## 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 a new Term Life with Long-term care option as well as voluntary and ancillary benefits option as well as voluntary and ancillary benefits to round out core benefit offerings and enhance medical plan offerings to offset deductible and co-pay exposure.

### PERMANENT LIFE

Introduction of a Group Life Term to 120 option for employees on a voluntary basis

### CONSOLIDATED BILLING

We used a compensation split on the dental to cover and provide Consolidated Billing.