

- Construction Services
- Headquarters in Wildwood, FL
 - 496 benefit eligible employees located across 38 states

Enrollment in prior years was completed by employees self-enrolling on Employee Navigator, with limited employee education and engagement. This year included a carrier change for medical and all voluntary plans, in addition to the introduction of an employer paid life benefit requiring collection of beneficiaries for all employees. The client and broker partnered with Ep6ix to provide a full-scale pre-communication plan, supported with trained and dedicated Benefit Counselors to facilitate education of the medical, ancillary and new voluntary benefit program featuring accident, hospital, critical illness, short-term disability and term life options. The client also had a need for bilingual Benefit Counselors, to facilitate the education and enrollment for the 50% of their employees that are Spanish speaking.

Challenge: Client needed a communication and engagement strategy, to drive employee education and understanding of their benefits offering, while increasing overall engagement during open enrollment.

SOLUTION AND RESULTS



- Provided a full-scale bilingual communication plan that presented all information in parallel English and Spanish consisting of digital communication via phone, text, video, posters and postcards. ***Click on or scan the QR Codes to access postcard and video**
- Trained and prepared 9 Ep6ix Benefit Counselors to support core enrollment within the Employee Navigator platform, with employees having the ability to self-enroll.
- Benefit Counselors supported an onsite all-staff benefits overview event, virtual enrollments via video screenshare with call center as a backup.
- Utilized ep6enroll.app for communication and case management including Benefit Counselor rating reports and daily "Scheduled", "Completed" and "Not Scheduled" reports to the client.

Postcard



Video



- **54%** of eligible FT employees completed enrollment with a Benefit Counselor or via self-enrollment vs. only 30% in prior year
 - **7% increase in participation in the medical plan**
- **100%** approval rating of Benefit Counselors by employees
 - **100%** of employees that provided feedback, gave their Benefit Counselor 5-stars ★★★★★
- ***Click on or scan the QR Code to access Benefit Counselor Ratings**
- **90%** of text messages successfully delivered to employees

Ratings



ENROLLMENT BY THE NUMBERS



VOLUNTARY BENEFITS

- Accident, Hospital, Critical Illness, Short-Term Disability and Term Life



- **188** enrolled employees enrolled

TOOLS TO ENHANCE VALUE & SUBSIDIZE COST

ACTIVE ENROLLMENT

Active enrollment helped to drive engagement along with Benefit Counselor support through scheduled virtual screenshare and call center enrollments, combined with employees being able to self-enroll.

VOLUNTARY BENEFIT OFFERING

Changing carrier for 5 worksite benefits, voluntary benefits to enhance the current core benefit offering.