

- Offers an extensive range of community-based services and nutritional support programs. Some examples include pharmacy, home-delivered meals, home medical supplies and home health services.
- 10 Locations in FL, CA & NY
- 1,274 benefit eligible employees

Enrollment in prior years was completed by employees on ADP with presentations on site with no enrollment support. The client and broker partnered with Ep6ix to provide a full-scale pre-communication plan, supported with onsite and call center Benefit Counselors to facilitate education of the core benefits including: enhancements to their EAP program, and a new voluntary benefit program featuring accident, critical illness and Hospital. Benefit counselors who spoke Spanish were requested for the onsite enrollments.

Challenge: Client needed to increase engagement and benefit awareness to their overall benefits package. They also needed help transitioning employees to a new voluntary benefits carrier.

SOLUTION AND RESULTS



- Provided a full-scale communication campaign consisting of digital and print communication via text, email, video, posters and postcards. ***Click on or scan the QR Codes to access poster and video**
- Trained and prepared 3 Ep6ix Benefit Counselors to support core enrollment within ADP (self-enrollment was still available to employees).
- Coordinated logistics and scheduling for Benefit Counselors to be onsite at 3 locations with virtual consultation available to everyone.
- 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 Accident, Hospital, Critical Illness plans on the ADP platform with feeds.

Poster



Video



- **20%** more employees engaged in benefits and completed open enrollment this year
- **20%** 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**
- **99%** of text messages successfully delivered to employees

Ratings



ENROLLMENT BY THE NUMBERS



VOLUNTARY BENEFITS

- Accident, Hospital & Critical Illness



- **289** employees enrolled

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 ADP platform.

VOLUNTARY BENEFIT OFFERING

Introduction of three new worksite, voluntary benefits to enhance the current benefits offered through Cigna.