

CASE STUDY

Human Services Enrollment Solutions & Worksite Benefits

CHALLENGES

The teams operated out of hotels and nursing homes. The client had concerns about the employees understanding of their benefits and options and felt that participation was very low. Their geography and multiple shifts were the biggest challenges for getting in front of their team. In addition, they had over 100 Spanish speaking team members. HR wanted to roll out additional benefits: pet benefits, legal plan, and ID theft protection. The client had their own benefits administration system through their payroll provider .

SOLUTIONS

Communication was key! BEST coordinated manager meetings for each location with the client. During those meetings we explained what to expect and how they could help us make the enrollment successful. Each location received a kit in the mail that included posters and announcement flyers with QR codes to a digital postcard that held videos, a benefit booklet and calendar link for employees to schedule their appointment. We took a hybrid approach to the enrollment. Some locations were on-site, face-to-face enrollments, some were call center and the management staff used self-service for enrollment. The materials each location received was specific to their enrollment type. We used the client's benefits administration system to enroll employees.

RESULTS

During open enrollment, BEST met with 60% of employees on-site or through call center while the remainder used self-service.

Product	Prior Annual Premium	Annual Premium	Increase in Participation
Voluntary STD	\$49,542.00	\$74,781.00	51%
Voluntary LTD	\$33,414.00	\$81,855.00	145%
Accident	\$19,284.00	\$28,434.00	47%
Critical Illness	\$22,875.00	\$33,943.00	48%
Hospital Indemnity	\$13,297.00	\$21,420.00	61%
Voluntary Life	\$31,950.00	\$84,145.00	163%
Dental	\$129,805.00	\$131,660.00	1%
Vision	\$24,398.00	\$28,434.00	17%
Legal	0	\$14,091.00	New
ID Theft	0	\$4,380.00	New
Total Annual Premium	\$324,565	\$503,143	55%

AT A GLANCE

Demographics

- 850 active employees
- 6 states
- 25 locations
- Multiple shifts

Existing Benefits

- 2 Health plans
- HSA
- 2 dental plans
- 1 vision plan
- Short and long-term disability
- Group term life and AD&D
- Voluntary term life and AD&D
- Voluntary accident
- Voluntary critical illness
- Voluntary hospital indemnity



"BeneChoice made the enrollment process so much easier for us. They know the software very well and were able to set up their plan quickly. We loved that they had knowledgeable counselors onsite to support us and our employees throughout the process "

HR Generalist