



CASE STUDY:

Whoa, Baby! A Benefits Bundle of Joy

Businessolver helped streamline benefits administration and communication to deliver delight so an Atlanta hospital could stay focused on delivering babies.

When you're responsible for bringing new life into the world, doing so takes top priority—as it should! Such is the case for an Atlanta-based hospital that delivers more than 2,000 newborns annually. That's why we were honored to partner with the organization to streamline its benefits administration and bring as much delight to its employees as they bring to patients and families.

Company Snapshot



Top 10 hospital
in Georgia



15,000+ employees,
caring for 2.5 million
patients each year



Popular among
moms-to-be in Atlanta,
**delivering more babies
each year** than any
community hospital
in the nation

Challenge

“We have 15,000 employees, but fewer than 300 managers,” the hospital’s benefits manager explains. “Being so lean at the top made getting benefits messages down to the employee level a challenge on a consistent basis.”

The benefits manager also wanted to stop printing the hospital’s annual benefits guide, which made just-in-time employee communication difficult and didn’t alleviate calls to her team from employees in search of benefit information that was unique to their needs.

Solution

The hospital's benefits manager leveraged the capabilities and infrastructure within the Benefitsolver platform to build out a comprehensive benefits portal, where every piece of benefits information now lives—featuring:

- ▶ Multimedia functionality
- ▶ Targeted communication for specific employee audiences
- ▶ A “managers corner” to keep that key group up to date on the latest benefits messages
- ▶ Single-sign-on for all benefits vendor partners, including Businessolver, with consistent hospital branding

And the piece de resistance? **An all digital-and interactive-**benefits guide to replace the paper one.

Results

- ▶ **2 million** page hits in one year and 800+ daily logins
- ▶ **13,000+** unique annual users (up from 2,000)
- ▶ **50%** reduction in calls/emails to benefits team
- ▶ **85%** annual enrollment (even with passive enrollment)

“People think they understand their benefits, but the reality is that it's a difficult and overwhelming topic for employees,” the benefits manager says. “They'll call and we'll say, ‘Did you look it up on the portal?’ It helps drive a change in behavior to employees being more empowered.”

“The [Benefitsolver] system makes it easy to give everything the same **look and feel** on the portal – plus we can use **Service Center** data to influence how we update the information featured there.”

“The partnership is very valuable. If employees aren't paying attention, but see communication from Businessolver, they know they need to **take action.**”

About Businessolver

Founded by HR professionals, Businessolver's unwavering service-oriented culture and secure SaaS platform provide measurable success in our mission to provide complete client delight. Since 1998, Businessolver has delivered market-changing benefits administration technology supported by an intrinsic responsiveness to client needs. We create client programs that maximize benefits program investment, minimize risk exposure, and engage employees with easy-to-use solutions and communication tools to help them make wise and cost-efficient benefits selections.



Market-Leading Benefits Technology +
Innovative, High-Touch Services

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