



Benefits Innovation | GROUP

Make an Impact on Your Benefits Strategy

A solid benefits package has a heavy load to carry. It should cover and protect existing employees physically, mentally and financially, as well as attract new talent. Benefits generally are the largest budget item to a business behind salaries, so it's imperative that you evaluate your benefits strategy regularly to ensure it's providing value and meeting your ultimate benefits vision. You deserve a consultative relationship with your benefits technology partner that keeps your strategy on track to understand the BIG picture and industry trends.

Businessolver® established the Benefits Innovation Group (BIG) to help employers make the best decisions for cost, efficiency and talent alongside their benefits administration technology.

The Benefits Innovation Group can help:



Increase employee engagement in benefit programs



Select and assess voluntary benefits options



Create greater benefits visibility for a remote or in-house workforce



Evaluate carrier partnerships for streamlined integrations and cost savings



Improve onboarding and offboarding strategies



Consult on benefits strategy and activation



Simplify consumer-directed health care accounts

Engagement is Imperative



6/10 employers are **overwhelmed with the complexity** of managing benefits programs - [Guardian](#)

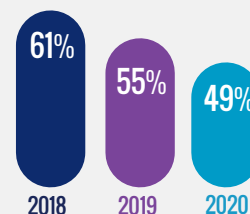
Voluntary Benefits are in Demand



55% of employees want supplemental benefits to improve health and financial security - [Guardian](#)

Employees Need Help with Financial Wellness

The number of employees who rate their financial wellness as good or excellent is declining - [Bank of America](#)



Our benefits experts provide client support through:



Studio B® Strategic Communication Services

Our subject matter experts mix technical knowledge with expertise in creative communication to offer you a one-of-a-kind creative services experience. Whether you need help branding your benefits, creating a custom layout or implementing creative education and engagement strategies, the Studio B team brings your benefits to life.

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MyChoice® Market

The MyChoice Market offers employees affordable coverage during a time of transition. The market provides exchange access, minimum essential coverage plans, dental and vision coverage and other voluntary benefits to any sub-group in need—whether as a COBRA alternative, part-time workers, variable hour employees, gig workers or contractors. The market also provides access to Medicare and Medicare supplement plans for retirees. This fully integrated solution within Benefitsolver® is supported by our licensed and CMS-certified benefits advisors.

[Learn More](#) ►



MyChoice Accounts

MyChoice Accounts is our proprietary, in-house administration for consumer-directed health care accounts, like flexible spending accounts, health savings accounts and health reimbursement arrangements. “Consumer accounts” are a key part of your employees’ financial wellness. They should be able to enroll and access that benefit where they access all of their benefits, in a secure, simple and streamlined experience.

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Benefits Innovation Group Consultants

Unlock the true value of voluntary benefits integration with consulting services from industry experts in benefits strategy, plan design and cost containment. We’re interested in connecting you with the right providers to help optimize your employees’ experience and help them put their coverage dollars in the right places.

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Pinnacle Partners

We offer access to multiple market-leading insurance carriers—with an embedded and enhanced integration experience—saving you money on implementation and time with ongoing support. With these partners, we work to create better employee health and wealth outcomes while helping increase your bottom line.

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Personalized Navigation

We can consult on a number of solutions designed to drive down employer costs using Benefitsolver tools and integrated point solutions and partners, such as telemedicine, EAP, tobacco cessation and more. Improve health outcomes and manage claims costs or solve for desired outcomes around benefits engagement, claims support, care navigation, provider guidance and personalized benefits messaging to manage conditions.

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