



CASE STUDY:

A Prescription for Employee Engagement

Enhanced benefits delivery helps this organization's employees choose personalized coverage.

From Great Benefits to Great Customer Experience

For three-quarters of a century, this health plan has been helping individuals and families take care of their health. To deliver on their promise to their members, leadership wanted to make sure each employee was bringing his or her “best self” to work every day. They wanted their employees to be as committed to their own health as they were to that of their members.

As the organization looked at the opportunities for supporting their employees' health, they decided to focus on employee engagement. They already offered great benefits. Now it was time to take it to the next level by personalizing each employee's experience and their relationship with those benefits.

Company Snapshot



One of the nation's largest not-for-profit health plans, with a **75-year history**



Serves **3.1 million** people in three states with a unique, local approach



4,300 employees,
75 percent female

Challenge

As benefits offerings have evolved and become more complex, most employers would agree that it's increasingly difficult to get employees to focus on their options and make informed decisions. With their laser focus on supporting their members, this health plan's employees needed some support to manage their own health benefits.

To ensure each employee could make the best choices for themselves and their family, the organization wanted to be able to highlight the value of each plan. To do so, a simple interface, easy access and decision support tools were at the top of their wish list.

Solution

The employer sought a partner who offered both a strong benefits platform and a high-touch, high-impact user experience. After reviewing the market, they chose Businessolver, and the new solution went live for their next Annual Enrollment.

As part of the client's Annual Enrollment campaign, the HR team created and delivered a series of reminder emails to drive awareness of the new solution and reinforce the opportunity to review and enroll in benefits, which they could do electronically 24/7 and on a variety of devices.

Results

The new solution helped the organization move employees toward personalized benefits and enhanced decision support. During that first year, a record number of enrollments were completed, indicating that employees had actively reviewed their options more than in previous years.

By taking advantage of the communications capabilities in the Benefitsolver platform, the HR team was able to provide a high-touch approach to Annual Enrollment messaging.

Employees chose more voluntary coverage like supplemental life and supplemental accidental death and dismemberment insurance. Participation in some options even doubled over the previous year.

“We wanted to improve the employee experience so our people could take better control of their own benefits and their wellness.”

“Employees were really pleased with the new system and their ability to enroll at home with their family.”

“Businessolver helped us get the most value from the system, and that's increased engagement.”

Find out how the right benefits administration partner can increase employee engagement.



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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