

# BENEFITS TECHNOLOGIES

## Assisted Living Case Study

**Number of Employees:** 2,100  
**Locations:** 43 + primary locations scattered in 6 states  
**Scope of Project:** Benefit Communication, Education and Enrollment Services

### HR Goals and Objectives

- Simplify Open Enrollment for HR and employees
- Enhance benefit communication materials
- Provide extensive benefits education for employees during Open Enrollment via face-to-face and enrollment service center consultation
- Feed Ultimate Software HRIS/payroll system with new election and employee information
- Enhance Open Enrollment support to location managers
- Consolidate benefits program
- Eliminate existing dysfunctional voluntary benefits programs

### Challenges

- Geographic spread of employees - 43 locations spread over 6 northeastern states
- High turnover
- Low wage earners
- Employer perception that employees are not interested in voluntary plans
- Eligibility guidelines
- Multi-shift working environment
- HRIS Implementation



EVERY ENROLLMENT IS CUSTOMIZED  
TO AN EMPLOYER'S SPECIFIC NEEDS

### Solution

- **Benefits Plan Consulting:** Leveraged a consolidated voluntary benefit plan to achieve cost savings in the LTD and Life plans (created larger pool of risk for carrier); consolidated the benefit plan offerings, discontinued current voluntary benefit programs and delivered a new best-in-class complimentary voluntary program to employees
- **Benefits Communication:** Developed and implemented a new custom brand for the benefits program to include updated guides and education materials
- **Benefits Education and Enrollment:** Utilized multi-media benefits enrollment support to include assisted enrollments (personal face-to-face sessions and enrollment service center support) via electronic system; enrollment service center logistics planning (dedicated resources to location managers for training, scheduling and administration); on-site benefit enrollment specialist training; mandatory meetings
- **Data Management:** Collected updated employee information. Enrollment elections electronically delivered to all constituents (HRIS, Payroll, and insurance carriers) in custom file layouts

### Results

- Instituted a new voluntary benefits program
- Created a **streamlined communications** campaign and enrollment approach
- Received very **positive employee feedback** (2,014 employees were interviewed during open enrollment window)
- Enrolled approximately **65% of employees in a voluntary benefit plan**
- Successful delivery of **custom file feeds** to all constituents (Ultimate Software, Cigna, Delta Dental, Ageiss Vision, Unum)
- Employees received custom election confirmation
- Increased workforce understanding of benefits
- Achieved a balance between the group supplemental (Sup Life) and the individual worksite programs offered to employees

