

BENEFITS TECHNOLOGIES

Elder Care Case Study

Number of Employees: 900
Locations: 16 + primary locations scattered in 7 states
Scope of Project: Benefit Communication, Education and Enrollment Services

HR Goals and Objectives

- Develop a benefits plan focused on complementing current core benefit programs
- Eliminate administrative issues surrounding current voluntary program (Colonial)
- Consolidate the benefit communications and enrollment process
- Enhance access to programs for employees
- Increase STD participation (51 participants out of 720 eligible: 7% participation / carrier threatened to terminate)
- Update employee data for ADP HRIS & payroll system conversion

Challenges

- Geographic spread of employees
- High turn-over
- Low wage earners
- Assumption by employer that employees not very interested in voluntary plans

Solution

- **Benefits Plan Consulting:** recommend a consolidated voluntary benefits program with enhanced products and services to include group STD, permanent life insurance, critical illness plans, and accident insurance
- **Benefits Communication:** Develop and implement a new brand for the benefits program to include updated guides and education materials
- **Benefits Education and Enrollment:** Multi-media benefits enrollment support to include assisted enrollments (personal sessions face-to-face and enrollment service center support) via electronic system
- **Data Management:** collection of updated employee information and enrollment elections electronically delivered to all constituents

Results

- Instituted a new voluntary benefits program
- Created a streamlined communications campaign and enrollment approach
- Employee feedback on process was very positive (642 employees were interviewed during open enrollment window)
- 500% Increase in Group STD participation (from 51 enrollees to 259) solidifying program and exceeding carrier expectations
- Of all employees interviewed, approximately 50% enrolled in a voluntary benefit plan for themselves or their spouse and children



EVERY ENROLLMENT IS CUSTOMIZED TO
AN EMPLOYER'S SPECIFIC NEEDS

