

# BENEFITS TECHNOLOGIES

## Wholesale Food Case Study

Number of Employees: 3,000  
Locations: 20  
Scope of Project: Benefit Communication, Education, and Enrollment Services

### HR Goals and Objectives

- Educate workforce on a new CDHP/HRA plan offering
- Achieve targeted 20% participation in new CDHP plan
- Provide world class benefit communication materials
- Build a consolidated benefits program brand
- Update employee data for HRIS & payroll systems
- Provide employees with personalized benefit statements
- Capture non-smoking statement designed to provide a wellness discount

### Challenges

- Multi-state and multi-location company
- Limited HR resources for demographically challenged organization
- Bilingual environment
- Truck Drivers comprise 30% of the workforce and are often not accessible at the worksite due to their mobility
- Competition between existing PPO plan (with dual option) and new CDHP plan.
- Negative employee perception towards removing existing EPO



EVERY ENROLLMENT IS CUSTOMIZED  
TO AN EMPLOYER'S SPECIFIC NEEDS

### Solution

- **Benefits Communication:** Developed and implemented a new brand for the benefits program to include updated bilingual guides, and education materials
- Specialized CDHP education for benefit enrollment specialists team designed to drive the employer message.
- **Benefits Education:** Utilized multi-media benefits enrollment support to include professionally assisted enrollments (face-to-face sessions and enrollment service center support) with a focused approach on CDHP/HRA employee education.
- **Benefits Enrollment:** All employees enrolled electronically via face-to-face enrollments or enrollment service center calls. This allowed us to access on site employees as well as the mobile work force.
- Consolidated voluntary benefits administration
- **Data Management:** Collected updated employee information. Enrollment elections were electronically delivered to all constituents (HRIS, Payroll, and insurance carriers) in their specific file layouts

### Results

- 33% of employees participated in **new CDHP/HRA plan (Well over the projected 20% goal)**
- Developed **new benefits brand** and marketing materials
- 98% of employees **enrolled** in benefits with an enrollment specialist
- 100% of employees received an accurate **benefit statement**
- All employees educated regarding the wellness discount for non-smoking
- Significant **increase in the FSA** participation
- Employees made educated enrollment decisions resulting in direct savings for many employees
- Employer is confident that employees' strong understanding of the benefits program enabled them to make educated decisions regarding their benefits

