

Virtual delivery methods – New Enrollment



Client Profile

Benefits: Accident, Cancer, Critical Illness

Did you know?

Sun Life can enroll a Client's entire benefit suite– including medical from other carriers – working with almost any platform. We also offer our own online enrollment solution with the ability to enroll new hires every month.



Challenge

The employer was not satisfied in the participation they saw in supplemental health products with their previous carrier. They wanted to provide better education and support to their employees during enrollment. However, communication had to be virtual due to restrictions for on-site support.

Strategy

- ✓ Benefit Counselor virtual group meeting presentation that was recorded and embedded on the home page of their Business Solver platform.
- ✓ Pre-communication plan to alert employees of carrier and plan design changes.
- ✓ Call center for support to answer employees' benefit questions.

Results

Through the various virtual support provided, employees were able to receive a well-rounded education on the benefits being offered at the time most convenient to them. The increased awareness and flexibility, boosted supplemental health participation by 37% from the prior carrier.

Participation results per product line



Success

Benefit to Employee – Employees could easily learn and ask questions through the various virtual support provided.

Benefit to Client – Using Sun Life's virtual support model, the client was able to boost the level of education provided to the employee, which led to a higher participation of supplemental benefits.

To learn more, call your local Sun Life Employee Benefits Representative.

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