

Virtual delivery methods – New enrollment



Client profile

Benefits: Accident, Critical Illness, Long Term Disability, Short Term Disability, Voluntary Life

Did you know?

Sun Life offers custom enrollment landing pages for all groups over 26 lives and can include your core medical coverage.



Challenge

Before moving all lines of coverage to Sun Life, the client had previously used a completely paper enrollment. They were now looking for a more consolidated and efficient enrollment approach for their employees.

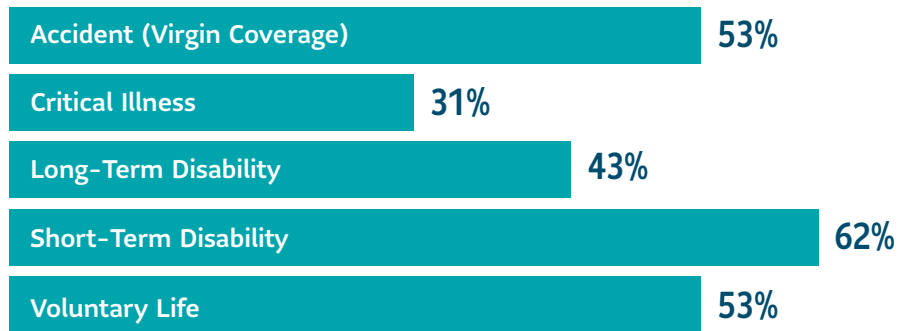
Strategy

- ✓ Utilized Sun Life’s Solidify platform for online enrollments
- ✓ Provided enrollment aid through benefit counselors for Q&As
- ✓ Set up a new landing page for employees to access resources and enroll via an online self-enrollment link

Results

The new convenient enrollment process allowed employees to more easily learn and enroll in benefits. Every line of coverage increased in participation. Critical illness increased by 21%, Long Term Disability increased by 29%, Short Term Disability increased by 37%, and Voluntary Life increased by 17% from the previous carrier.

Participation results per product line



Success

Benefit to Employee – With benefit and enrollment information easily accessible through the landing page and benefit counselors, employees were able to easily find all the information they were searching for, making enrollment easier.

Benefit to Client – Employees were able to fully participate in the enrollment process with little strain on the client.

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

Group insurance policies are underwritten by Sun Life Assurance Company of Canada (SLOC) (Wellesley Hills, MA). In New York, group insurance policies are underwritten by Sun Life and Health Insurance Company (U.S.) (SLHIC) (Lansing, MI).

© 2021 Sun Life Assurance Company of Canada, Wellesley Hills, MA 02481. All rights reserved. Sun Life and the globe symbol are trademarks of Sun Life Assurance Company of Canada. Visit us at www.sunlife.com/us.