

Quick change of strategy due to hurricane kept enrollment on schedule



Client profile

- 292 employees across three main locations
- Remote employees
- Spanish-speaking population
- Dental PPO, Dental PPD and Vision
- Added Accident, Critical Illness, Cancer, GAP, Voluntary Short-Term Disability, and Voluntary Long-Term Disability

Challenge

The initial strategy included group meetings led by bilingual Benefit Counselors and online enrollments. However, as a hurricane approached, employees needed to evacuate.

Strategy

- ✓ Multiple enrollment methods were implemented to support the various locations, including their remote employees
- ✓ Pre-enrollment employee education that included benefit summaries, email announcements, and customized flyers
- ✓ Bilingual benefit counselors were available at all three locations
- ✓ Mandated elect/decline coverage
- ✓ Adjusted enrollment schedule and strategy to accommodate hurricane evacuations, our Benefit Counselors quickly implemented inbound and outbound telephonic intakes to ensure employees were able to make their elections

Results

90% of employees met with a Benefit Counselor via in-person or telephonic intake

	Participation Rate
Dental PPO	73%
Vision	65%
Dental PPD	26%
Voluntary Life	23%
Voluntary Short-Term Disability	22%
Accident	21%
Voluntary Long-Term Disability	18%

Did you know?

Your dedicated Enrollment Manager supports you through the entire enrollment process, working with you and your employee benefits broker to create an experience tailored for your workforce that you'd want to repeat every year.



Success

Benefit to employee: Our Benefits Counselors were able to accommodate employees most impacted by inclement weather by adding telephonic intake as another method available to them.

Benefit to Client: The implementation of the pre-enrollment employee education strategy eased the HR burden and allowed the Client to successfully implement and use an online enrollment platform for the first time.

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