



# Educate and enroll employees online across different locations and shifts



### Client profile

- 197 employees
- 4 locations
- Added Basic Life, Voluntary Life, and Vision for the first time
- Existing products were core medical, dental and worksite (takeover from a different carrier)

### Challenge

HR and Benefits Counselors were challenged to reach employees who work different shifts and often travel to different locations. Additionally, the enrollment team was sensitive to the company’s experience with poor communication efforts from its past carrier.

### Strategy

- ✓ Proactive employee outreach, with pre-enrollment email communications, and sign-up sheets prior to events
- ✓ Mandated elect/decline coverage
- ✓ Staffed with three Benefits Counselors to accommodate all shifts, and who were trained on the employer’s full benefits suite (including medical)
- ✓ Enrolled core medical and FSA of other carrier

### Results

Our Benefit Counselors met with 95% of the employees in four locations and helped them make their enrollment selections on-site.

	Participation Rate
Basic Life*	100%
Dental	63%
Voluntary Life	60%
Vision	49%
Accident	30%
Critical Illness	28%
Voluntary Short-Term Disability	26%
Voluntary Long-Term Disability	16%

### Did you know?

A dedicated Sun Life Enrollment Manager creates a tailored enrollment process, working with the Client and employee benefits broker, to create an experience tailored for each workforce, and supports the process every step of the way.



### Success

**Benefit to employee:** Licensed and non-commissioned Benefit Counselors were available for individual consults to facilitate personal coverage decisions.

**Benefit to Client:** Sun Life was able to provide an online enrollment solution that simplified administration and billing for the employer, and housed all ancillary products in one platform. Detailed reporting for beneficiary designations, demographic changes, dependent information and benefit confirmation statements were easily made available.

**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) or by Union Security Insurance Company (USIC) (Kansas City, MO) and administered by SLOC in all states, except New York. Prepaid dental products are provided by USIC and administered by SLOC, and provided by prepaid dental companies affiliated with SLOC in certain states except New York. In New York, group insurance policies are underwritten by Sun Life and Health Insurance Company (U.S.) (SLHIC) (Lansing, MI) and by Union Security Life Insurance Company of New York (Fayetteville, NY) and administered by SLHIC. Prepaid dental products are provided by Union Security Life Insurance Company of New York (Fayetteville, NY) and administered by SLHIC. In states other than New York, Group Hospital Confinement Indemnity "Gap" or Supplemental Medical Expense "Gap" insurance is underwritten by Fidelity Security Life Insurance Company (Kansas City, MO) and is administered by SLOC.

© 2020 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](http://www.sunlife.com/us).