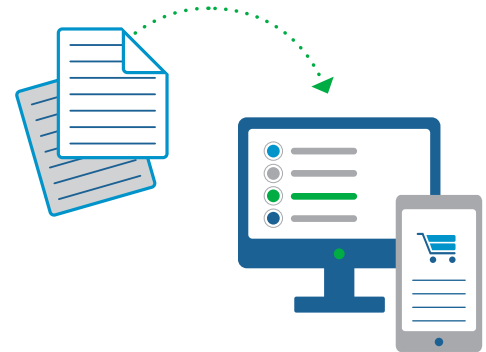


# An Online Benefits Marketplace Brings Employee Benefits into the Digital Age – Saving Millions

**Company:** A 4,400-employee media company on the cutting edge of communications moves from paper enrollments – and finds the returns to be something worth broadcasting.

## Why it was Time to “Go Online” for Benefits

The employer had experienced three straight years of double-digit increases, resulting in a 35% increase in three years. On top of this, a tedious [paper enrollment system](#) seemed out of step with their forward-thinking brand. An online marketplace seemed like a great way to enter the digital age of benefits, while also being able to control costs.






## Concerns to Overcome

- 1** Open Enrollment fell during sweeps week, which is generally television and media’s busiest time of the year, so [employees were not able to focus on benefits](#) and were content with a passive enrollment system because it was comfortable.
- 2** The Company had never offered an HSA before, so [employees had to be educated](#) as to how it worked and its advantages.
- 3** [Moving from passive enrollment](#) to an active system meant employees would have to log in and make their selections – would they do it?

## Training and Employee Education Go a Long Way

Due to their concerns about initiating a new system, the Company embarked on a [full-out training program](#) over two months.

 Oct.	 Oct.	 Oct. – Nov.	 Nov.	 Nov.
<b>HR staff trainings</b> on how to use the Administrative Portal and conduct Open Enrollment (OE) meetings (“Train the Trainer” programs)	<b>In-person OE meetings</b> for all employees	<b>Daily webinars</b> during OE to provide real-time support while EEs were enrolling	<b>Access to webinar recordings</b>	<b>Educational materials</b> disseminated to EEs prior to and during OE, providing information such as HSA FAQs and a guide to enrolling through the marketplace
Almost 600 employees took advantage of live and recorded enrollment meetings using their desktop and mobile devices.				

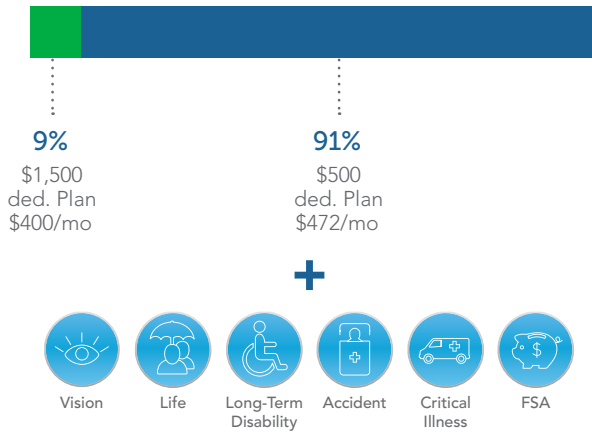
Providing multiple ways for employees to learn about the new marketplace, and at a time that was convenient for them, helped to [personalize the experience from the start](#) – and accommodate employees during their busiest time of year.



# What Benefits did Employees Choose?

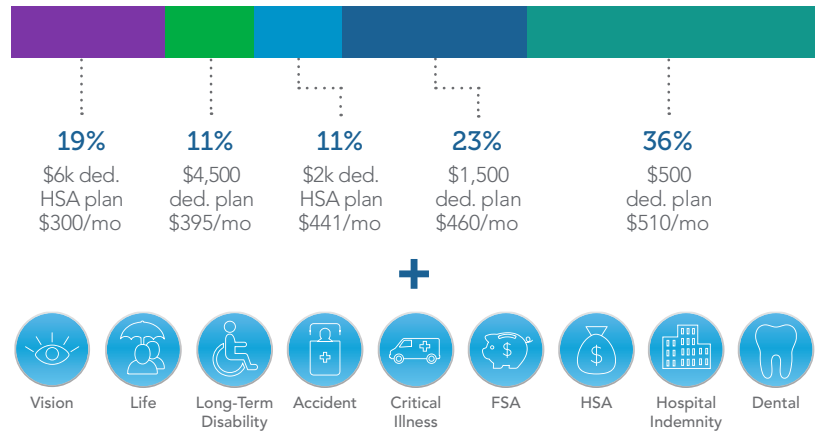
## Prior to the benefits marketplace

The Company offered only two medical plan choices. More than 90% of employees opted for the high plan.



## With the benefits marketplace

The Company offered five medical plan choices through the marketplace. 64% percent of employees enrolled in a plan that was less expensive than either of the two options the previous year. Additionally, enrollment in the high plan dropped from 91% to 36%.



New benefits

Three new products were offered:

**Hospital Indemnity:** 23% of employees enrolled.

**HSA-qualified plans:** 30% enrolled, with 57% of these employees enrolled in an HSA and contributing an average of \$2,095 annually.

**Dental:** Enrollment was spread out between the three plans offered.



### Dental

N/A  
Not offered stand alone

40%  
Low

27%  
Med

33%  
High

Additionally, employees took better advantage of some of the products already being offered:



Enrollments in Accident and Critical Illness increased by **400%** and **240%** respectively.



Increased enrollments were seen for both  
 Voluntary Employee Life: **+10%** and  
 Voluntary Dependent Life: **+18%**



## Assisting Employees Every Step of the Way

The Company benefited from the Employee Service Center capabilities built into the marketplace – and based on the results, so did their employees:



1,389  
total calls



0:22  
average speed  
to answer



7:16  
average call  
duration



99.6%  
first contact  
resolution

## About that 35% rate increase...

The benefits marketplace made it possible for the Company to save money, without passing the bulk of costs on to their employees.

The Company **saved over four million dollars**, in part by lowering its average contribution. However, by offering a range of choices and letting employees select the plans that best worked for them, the Company was also able to **decrease the amount spent on gross medical premiums by 15%**. Additionally, those employees who enrolled in a high deductible health plan **saved an average of \$1,634 annually on their premiums**.

Cost Savings:

Prior to the benefits marketplace (2016)



\$32.8M  
Gross medical  
premium



\$22.3M  
Company's  
contribution

With the benefits marketplace (2017)



\$27.9M  
Gross medical  
premium



\$17.6M  
Company's  
contribution

## Employees were delighted!

95%

were satisfied with overall experience\*

95%

prefer to choose their own benefits\*

91%

were satisfied with the variety of choices available\*

57%

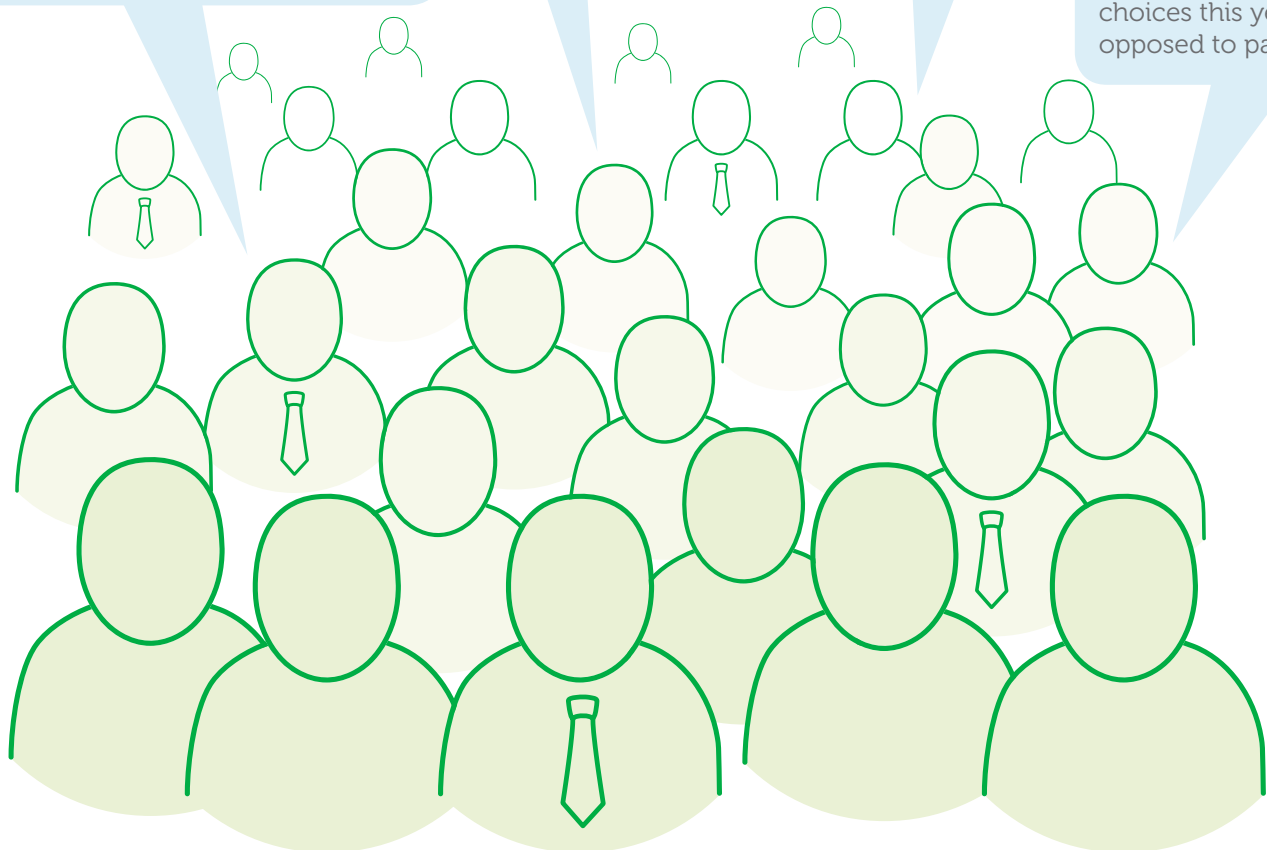
are more likely to stay with their employer as a result of their benefits offerings\*

"Finally making this process digital changed a lot for me. It was easier to understand certain aspects of coverage because there were "information" notes placed throughout the site to guide me. This also made it easier to understand my options."

"The deductible and premium details made choices easier and showed exactly what our employer pays for us, which is a great plus."

"At first I felt a little overwhelmed by all the information but after taking one step at a time it was not as difficult as I had anticipated. I liked being able to compare side by side the different plans offered."

"Very easy, streamlined portal. Enjoyed the digital choices this year as opposed to paper!!"



\* Based on the Company's 2017 Post-Enrollment Employee Survey

