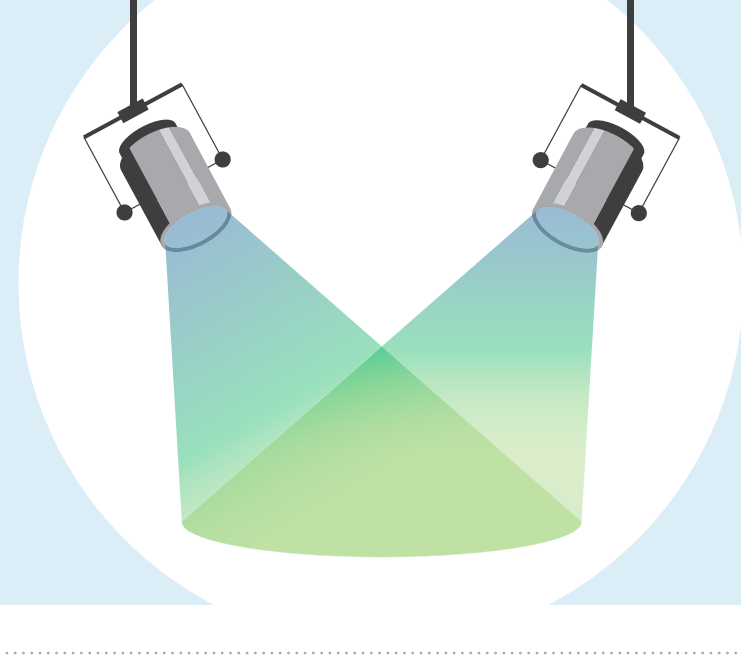


LIAZON LIMELIGHT



Mike Love

Vice President of Talent Mgmt.
"the HR guy"
PlayCore



Jim Pugh

Director of HR
"the 'make it happen' guy"
PlayCore

Industry: Manufacturing – Playground equipment supplier
Location: Headquartered in Chattanooga, TN with 21 locations nationwide
Employees: 1500+

How teamwork and good coaching led to unmatched employee satisfaction and increased retention.

Two HR heads are better than one

PlayCore, a full-solution play and recreation provider, experienced rapid growth.

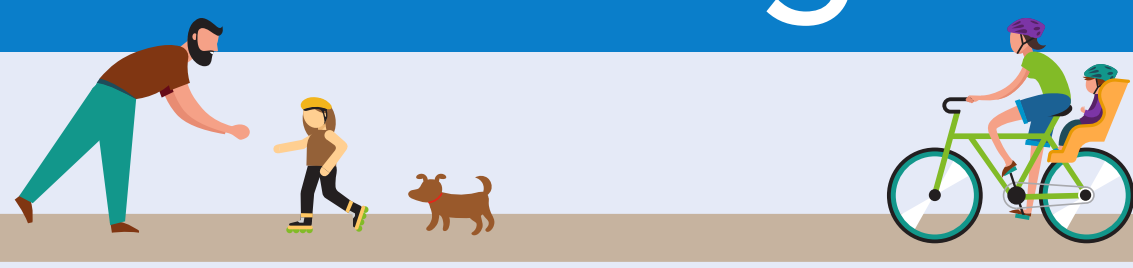


JP: That's a lot of different folks in different businesses in different locations throughout the country, including some regional strongholds in terms of insurers.

We saw a need to streamline this and get everyone on the same platform. That was our evolution in moving to a benefits marketplace.

ML:

Good coaching leads to a winning season



JP: We couldn't have pulled off this level of coordination without the help of our brokers. They got us consolidated and headed down the right path and helped us solve for our key challenge

deciding what level of coverage would be the best for the large majority of our workforce without upsetting what they currently had and liked.

ML: This meant a lot of comparing of our plans to the plans of the companies we acquired and keeping in mind the cost factor, as well.

Our new CEO saw the advantages and knew there'd be an investment. But the value of the marketplace, plan designs, ease of administration and the functionality from the employee standpoint outweighed the additional costs involved.

A breadth of talent

ML: With so many different types of workers – from manufacturing to engineering to professional office and sales staff...
...and different levels of knowledge when it comes to benefits – finding a set of plans that worked for everyone, and then teaching them about the plans, was essential.

JP: The marketplace had videos, tutorials and a recommendation engine that provided guidance to employees if they wanted it...

ML: ...and that's a big shift, from saying 'here's your benefits selection' to 'here's knowledge to help you select those benefits.'

New offerings call for education

With the Marketplace

- 4 A choice of 4 Medical plans, 2 with an HSA for the first time
- 27% of employees switched to an HSA-qualified plan... ...and this % is expected to increase.
- 5 ancillary benefits:
 - Accident
 - Critical Illness
 - Hospital Indemnity
 - ID Theft Protection
 - Telemedicine
- NEW! 10% participation
- NEW! 16% participation

Educating the workforce around benefits

Materials were sent to employees' homes and made available in company facilities.

We personally went around to different locations to conduct meetings and answer questions about the marketplace and new product offerings.

JP: We really wanted them to get in, see the programs, ask questions and enroll.

ML: Company enrollment window was shortened to 3 wks

Administration is (almost) everything

Streamlining all plans across companies was a major advantage of the marketplace.

ML: This also meant centralizing billing. No more extra time spent doing manual spreadsheets at each location each month and then paying each insurer separately, which meant less administrative work for us each month. It's all centralized, our locations don't need to worry about that now.

A benefits evolution

Employees were overwhelmingly satisfied.*

- 100% were satisfied with the shopping and enrollment experience
- 95% were satisfied with the variety of choices available

"I had things explained to me when I didn't understand and I am very happy."

"I'd like to compliment you on your website. Once I got the hang of it, it was very easy to make plan comparisons."

We believe in our people.
We want to do whatever we can to entice top talent to come work for us by providing an overall total rewards package. By using the marketplace, we have this great tool to attract and retain top talent."

JP: I think we need to shift from being just about 'benefits guides' to 'total rewards guides'. It's about so much more than a weekly paycheck."

ML:

Liazon Limelight shares noteworthy stories of forward-thinking HR and Benefits professionals who are leading the charge toward a better system of employer-sponsored benefits. If you know someone who fits the bill and has had success with a Liazon-powered exchange at their company, email us at LiazonLimelight@Liazon.com so we can feature them in an upcoming installment.

*Based on Employee Survey results for PlayCore, January 2018

