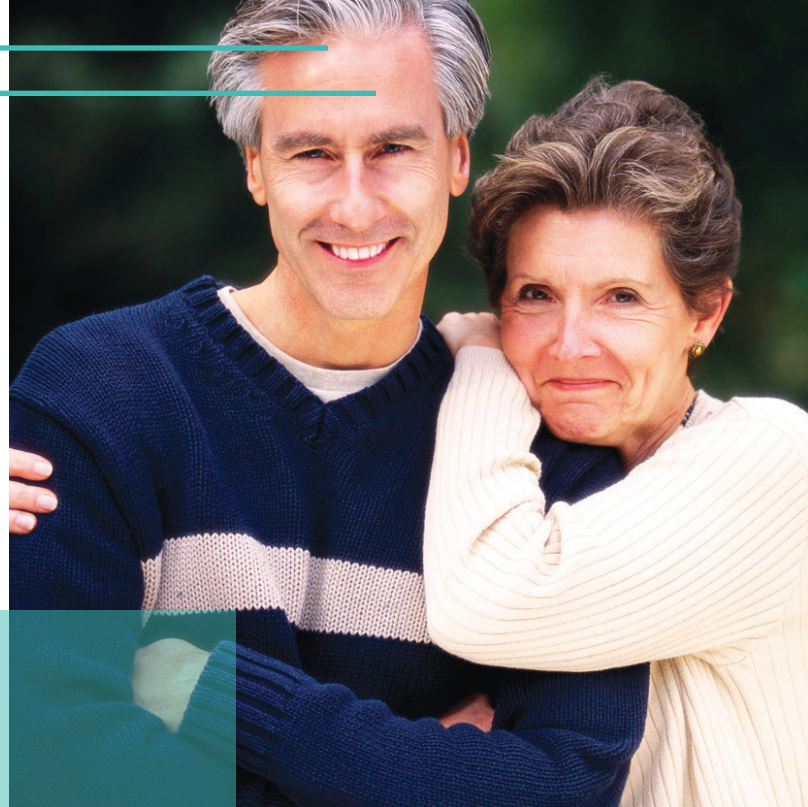




BENEFIT EDUCATORS

CASE STUDY

Nursing Home



Client: Nursing Home Operator
Number Eligible: 6,000
Number of locations: 122

CHALLENGES

- **Participation** - over many years of self service enrollment the participation in all programs had suffered greatly
- **Benefit Communication** - with employees spread out over 122 facilities and many shifts, educating employees is a significant challenge
- **New Enrollment System** - employees in general are not tech savvy and the benefits administration vendor was not willing to provide on-site support
- **Subsidies for System** - the lower participation was hurting the carrier subsidy for the system
- **Employee Engagement** - through self service only 50 percent of the population was engaging in benefit decisions which created a challenge as no waivers were on file

SOLUTION

- Benefit Educators, LLC was used to perform 1:1 meetings with all 6,000 employees at all 122 locations
- Benefit Counselors were trained on benefits and the new technology system
- Benefit Counselors explained all benefits and answered questions from all employees
- Benefit Counselors trained employees how to use the enrollment system so that employees can use the self service features in future years
- Meetings took place over 3 weeks and all locations were visited
- Survey was performed to gage the effectiveness of the meetings

RESULTS

Medical	Pre-OE	Post-OE	% Change
Anthem Blue Access PPO Plan B	3,747	3,923	4.7%
Anthem Blue Access PPO Plan C	305	324	6.2%
Consumer Driven Health Plan Plan D	550	727	32.2%
Total	4,602	4,974	8.1%

Short Term Disability	Pre-OE	Post-OE	% Change
Total	2,093	2,528	20.8%

Long Term Disability	Pre-OE	Post-OE	% Change
Total	1,422	1,849	30.0%

Voluntary Term Life	Pre-OE	Post-OE	% Change
Total	700	1,361	94.4%

Critical Illness	Pre-OE	Post-OE	% Change
Total	1,287	2,519	95.7%

Accident	Pre-OE	Post-OE	% Change
Total	1,956	2,962	51.4%



BENEFIT EDUCATORS

EMPLOYEE SURVEY

Nursing Home



Client: Nursing Home Operator
Number Eligible: 6,000
Number of locations: 122

EMPLOYEE QUOTES

"I didn't really understand the insurance that was offered and now I do."

"Made my choices easy."

"It was helpful to finally understand the Disability insurance."

"They provided very good information on our benefits that I would have missed enrolling on my own."

"Great meeting, enjoyed the personal touch!"

"I always had questions about the offered benefits, so it was GREAT to have someone here to help!"

"I am relieved to have someone here to help me. I had no idea what I want doing and was honestly prepared to drop everything."

"The one-on-one enrollment is very helpful. We should keep it this way. All of my employees are coming over and saying its better than going online!"

"I have worked with the Benefit Counselors before and these were much better! They are very knowledgeable. We should not go back to self-service"

EMPLOYEE SURVEY RESULTS

Below are the results when the employees were asked to provide feedback on the one-on-one benefit enrollment experience.

	Strongly Disagree			Strongly Agree	
	1	2	3	4	5
How well did you understand and appreciate your benefits before this meeting?	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/> Average answer 2.9	<input type="radio"/>	<input type="radio"/>
How well do you understand and appreciate your benefits after this meeting?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/> Average answer 4.3	<input type="radio"/>
How helpful was the Benefit Counselor in selecting my benefits?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Average answer 4.9	<input checked="" type="radio"/>
I preferred the one-on-one enrollment process to self-service.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Average answer 4.7	<input checked="" type="radio"/>	<input type="radio"/>