

CASE STUDY

Farming / Agriculture



Client: Farming / Agriculture
Number of lives: 550
Number of locations: 7

CHALLENGES

- Current system was HRIS based and did not support benefit education (transactions only)
- Group meetings were not efficient with daily operations
- Large Spanish speaking population
- Significant plan changes taking place (CDHP participation)
- Communicating via webinars and group meetings was not effective

SOLUTION

- Benefit Educators, LLC was brought in to advance benefit education and support enrollment in all health and welfare plans
- Employees were transitioned from self-service enrollment to full-service support (Educator assisted)
- Benefit Educators were used to meet with employees one-on-one (Onsite and via Benefit Enrollment Center)
- Custom benefit communications were provided that helped advance the organization's benefit brand

RESULTS

- Existing "traditional" voluntary benefit participation increased on average **22%**
- CDHP participation increased **23%**
- NEW voluntary benefit participation:
 - Critical Illness **39%**
 - Accident **54%**
 - Hospital Indemnity **27%**
- Operation leaders responded that the one-on-one meetings were better than group meetings

Agriculture company advances benefit communication and education.