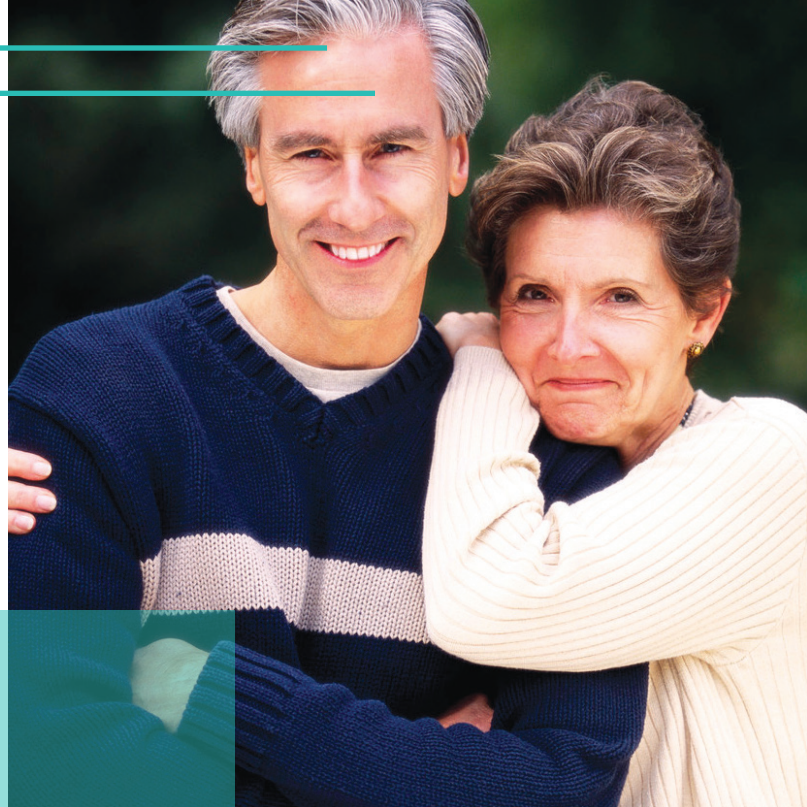


# CASE STUDY

## 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%
<b>Total</b>	<b>4,602</b>	<b>4,974</b>	<b>8.1%</b>

Short Term Disability	Pre-OE	Post-OE	% Change
<b>Total</b>	<b>2,093</b>	<b>2,528</b>	<b>20.8%</b>

Long Term Disability	Pre-OE	Post-OE	% Change
<b>Total</b>	<b>1,422</b>	<b>1,849</b>	<b>30.0%</b>

Voluntary Term Life	Pre-OE	Post-OE	% Change
<b>Total</b>	<b>700</b>	<b>1,361</b>	<b>94.4%</b>

Critical Illness	Pre-OE	Post-OE	% Change
<b>Total</b>	<b>1,287</b>	<b>2,519</b>	<b>95.7%</b>

Accident	Pre-OE	Post-OE	% Change
<b>Total</b>	<b>1,956</b>	<b>2,962</b>	<b>51.4%</b>

*Be Engaged - Be Educated - Be Empowered - Be Enrolled*

*Be Better at Benefits*