



CASE STUDY:

Long-Term Care Healthcare System

Leading Community-based Healthcare System Providing Personalized Experience to Employee Benefits During Enrollment

Workforce 5,800 medical and administrative professionals

CHALLENGE

The company takes pride in providing the best care for its patients, which means it needs the best healthcare providers and staff. Recruiting and retaining quality staff was a top priority for the company; it started with its employee benefits. The HR team began its journey by focusing on personalizing the employee benefits experience at open enrollment and new hire onboarding to:

- ▷ Actively engage employees in better understanding their benefits package
- ▷ Improve employee knowledge of the benefits of its Reference-based pricing health plan
- ▷ Introduce new voluntary benefits

OPTAVISE SOLUTIONS

The healthcare facility turned to Optavise and its education service, emphasizing its individualized approach to increase employee plan adoption.

Through confidential, one-on-one conversations with employees, our Benefits Educators ensure that employees are more informed and HR departments are supported.

Key benefits to working with Optavise include

- Increased employee participation in benefits programs
- Expert decision support at the time of enrollment
- Enhanced awareness, knowledge, and appreciation
- A consistent message and understanding of corporate initiatives

RESULTS



45%
enrollments
in 2023 were active
telephonic enrollments



764
HOURS
the HR department saved by
incorporating 1:1 Benefits
Educator sessions during open
enrollment



51%
Median in voluntary benefits
enrollment when meeting
with an Benefits Educator



90
NPS score calculated during
new hire member experience



*Signing up for benefits has never been so easy
in all the years that I have been working.*

- Tanya H.