



## CASE STUDY:

### Hospitality Management

Supporting Rapid Growth and Enhancing the Employee Experience with Optavise

Workforce 16,000 employees

#### CHALLENGE

Before partnering with Optavise, the clients' benefits administration system was not equipped to handle the complexity and scale of its operations. The previous vendor's limitations led to:

- ▷ Disjointed onboarding across acquisitions
- ▷ Low voluntary benefits participation
- ▷ EDI processing issues
- ▷ Poor employee experience with benefits
- ▷ A lack of reliable support for internal HR teams

The client needed a partner that could not only keep pace with its rapid growth but also simplify benefits for a geographically dispersed workforce with 22 different medical plans.

#### OPTAVISE SOLUTIONS

Optavise brought together the power of benefits administration and personalized employee education and advocacy. The partnership enabled the client to:

- Seamlessly onboard 3,000+ employees from acquisitions since 2021
- Provide confidential, one-on-one benefits consultations with licensed educators
- Improve EDI file processing across multiple carriers
- Offer concierge-style support via experienced benefits advocates
- Expand services to include ACA compliance support

Through confidential, one-on-one conversations with employees, Optavise's Benefits Educators helped employees make informed decisions on choosing the right health plan for themselves. Forty-six percent of those employees purchased at least one voluntary benefit (accident, critical illness, hospital indemnity, or life). Of those, almost half were between the ages of 30 and 49.

#### RESULTS



**46%**  
of employees  
purchased at least  
voluntary benefits



**423**  
cases  
resolved within 90 days post-  
enrollment, saving 141 hours



**68%**  
utilization  
in the last 12 months



**87%**  
likely to recommend  
Optavise



**\$487**  
avg. savings  
per employee when  
working with an advocate



**103,000+**  
total page views to Benefits  
Destination site

**“We provide a rich benefits package for our associates, whether at our high-end or medium-level properties. We want our associates to understand and appreciate the benefits available. The employee experience is essential to us.”** - Benefits Manager