



Will Peterson, AVP of Human Resources,  
Phoebe Putney Health System

# Enrollment Revamp

Phoebe Putney Health System

“How could we develop the communication, materials and resources to convey the value of our evolving benefits to employees — and then deliver that information with absolute integrity?”

## THE CLIENT

Phoebe Putney Health System has 3,500+ employees — from physicians and nurses to professional and custodial staff.

The medical network wanted to move away from traditional employer-provided insurance to a program of benefits that work together with wellness incentives built into every plan.

After designing a benefits strategy that would make its vision a reality, it was time to develop an effective enrollment experience that addressed the needs of its diverse employee population.



## THE CHALLENGE

### How could Phoebe Putney ensure enrollment would support employees during the shift to a more robust benefit offering?

Enrollment would have to go beyond getting employees to sign up. Employees needed personalized communication and tools to help them understand three things:

- ▲ How their benefits were changing
- ▲ The value of their new benefits
- ▲ How to decide which benefits were right for them

### How could they serve a variety of employees who wanted to sign up for benefits in different ways?

- ▲ Some employees wanted to go online and enroll with no support
- ▲ Some wanted in-person help with online enrollment
- ▲ Some wanted a face-to-face assistance in selecting the best benefits for them

### How could they limit confusion?

Many employees didn't know how their insurance and benefits worked.

- ▲ Depending on the benefit, between 10 and 20% of U.S. workers don't know if their employer contributes to the cost of coverage<sup>1</sup>
- ▲ 96% of U.S. residents cannot define these four terms: Deductible, Coinsurance, Co-pay, Out-of-pocket maximum<sup>2</sup>

## THE SOLUTION

The Standard worked with enrollment firm Hodges-Mace to develop and carry out a strategy for the health care provider.

### **Better Communication Through the Entire Process**

Employees now received a steady stream of information during the year made up of shorter, more focused pieces that were easier to understand.

### **Meeting Multiple Enrollment Needs**

Employees could walk into enrollment centers and complete their enrollment throughout the day at a time that worked for them. Each enrollment center had laptops and human representatives to meet the demand for the speed of digital and the help of a live person.

### **A Personalized Tool**

The Standard worked with Hodges-Mace to develop new capabilities and communications. We created flexible decision support tools that worked with different types of employees, depending on how they preferred to learn about and choose benefits.

## Partner With The Standard

Contact your sales representative to discuss tailoring a solution for your benefits.

1 Health and Voluntary Workplace Benefits Survey, Employee Benefits Research Institute, 2016

2 Health Insurance Literacy Survey, Policygenius/Radius Global Research, October 2017

**Standard Insurance Company, 1100 SW Sixth Avenue, Portland, OR 97204 | [standard.com](http://standard.com)**

The Standard is a marketing name for StanCorp Financial Group, Inc. and subsidiaries. Insurance products are offered by Standard Insurance Company of Portland, Oregon in all states except New York. Product features and availability vary by state and are solely the responsibility of Standard Insurance Company.

## THE RESULTS

### **A Better Enrollment Experience**

Employees could enroll in a way that met their individual needs. They also had the resources throughout the year to help them make the right decisions and complete the process with confidence.

### **Better Numbers**

# 100%

Enrollment participation rose from 94% to 100%.<sup>3</sup>

# 6pts

Talent retention increased by six points.<sup>3</sup>



Kevin McNamara, Voluntary Practice Leader, The Standard

“The traditional way of doing open enrollment is like cramming for a final when you didn’t study all year. But when you trickle that information out through the year, you can get employees to really pay attention.”

3 Phoebe Putney Health System internal data, 2017