CASE STUDY: SMALL ENGINEERING MANUFACTURER

TRIPLE TROUBLE NO MATCH FOR OE EXPRESS

With Renewal Only 30 Days Away, OE Express Steps Up to Beat The Odds

Can you imagine replacing an antiquated paper-based enrollment process, for a blue-collar workforce, in three different locations, AND reducing the impact of a 34% medical increase in less than 30 days? OE Express pulled it off and the outcomes speak for themselves. On top of significantly reducing the cost impact to the employer, OE Express' "go-live-in-five" implementation resulted in a 33% increase in medical and over 50% increase in voluntary plan enrolment.

Client Quick Facts

- 3 locations across Texas
- Paper-based system
- Employer doubtful blue-collar workers could manage online enrolment

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The Opportunity/Challenge

It's January 2nd and a large, blue collar employer with employees spread across three different locations, who uses an antiquated paper-based enrolment process, just received a 34% medical increase for a February 1 renewal.

Think about it. You've finally put all those January 1 renewals to bed, you're looking forward to celebrating the holidays, but your 300-life client is all over you about their huge rate increase… and renewal is less than four weeks away!

The Solution

Working with the benefit advisor, we helped persuade the employer that doubts about employees' lack of online savvy were not going to be a barrier to online enrolment… especially with the addition of Decision Assist from Tango Health.

Once the decision was made to go digital, our team helped negotiate a 22% reduction in the employer paid Life, Dental, STD, and LTD, plans for a valuable offset to the medical premium increase. Additionally, facilitated by OE Express, the benefit advisor was able to project higher revenue without an increase in cost to their client.

Workforce Junction then zoomed into action and implemented a "go live in five" enrollment platform.

The Outcome

- 33% increase in medical plan enrollment
- Almost half the employees using decision assist chose the recommended medical plan
- 50% increase in voluntary plan enrollment
- Administrative burden for employer and advisor virtually eliminated
- Employee satisfaction with benefits significantly improved
- Improved viability of medical plan as enrolment increase skewed to younger employees

Plan	Increase in enrollment
Medical	33%
Dental	243%
Vision	271%
Voluntary Life	42%
Critical Illness	121%
Accident	25%
LTD	46%

"I didn't realize how much a good technology platform supported by a team that is very responsive can help deliver a better overall experience to my client and their employees. The increase in enrollment speaks for itself."

Principal of Regional Advisory Services Firm

Learn more

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