



# A Study of Success

This case illustrates how a client interested in adding value for its more highly paid employees implemented a solution with zero cost implications for the company.

## The client's challenge

- Benefit equality — Many employees received significant bonus compensation, which was not covered through their existing Group Long-Term Disability (LTD) plan. As a result, 84% of highly-compensated executives were underinsured.
- Client considered increasing Group LTD maximum but decided supplemental IDI provided more value to company's top paid executives.

## What made this case successful

- Ability to offer a voluntary benefit to supplement company's existing Group LTD offering at no cost.
- Benefit included coverage for bonus compensation to help executives close income protection gap.
- The customized enrollment strategy was developed to align with the client's benefit culture and included a strong focus on employee education.
- An integrated communication approach provided key enrollment information when it was needed. Materials included an announcement signed by CEO and mailed to employees homes; an informational email with enrollment schedule, meeting dates and times, and site log in dates; enrollment login emails; meetings and courtesy follow-up calls.

## Client snapshot

Industry — Financial Services

Eligible Employees — 318

Average Income — \$556,000

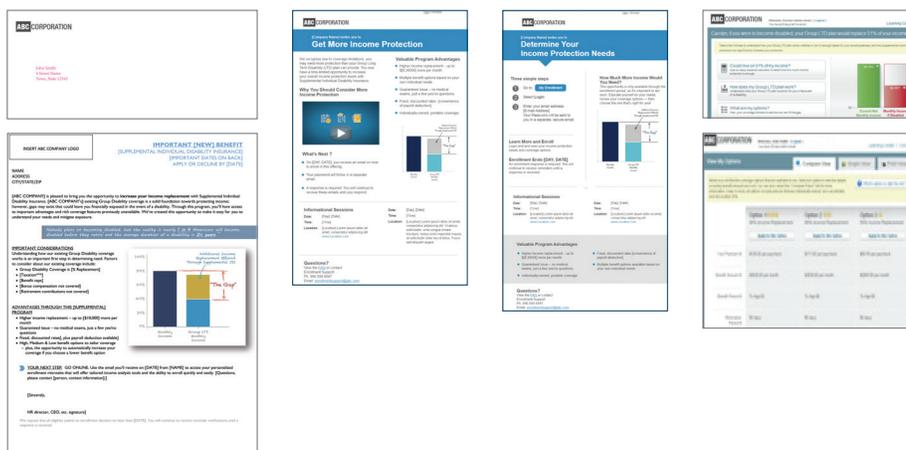
Group LTD — 60% of salary\* up to \$10,000 per month

## New coverage

- Up to 75% income replacement with supplemental individual disability insurance (IDI) issued using Guaranteed Standard Issue (GSI)
- Coverage for bonus and incentive compensation
- Individually-owned coverage based on each employee's personal income situation

## The results

- 31% participation
- \$240,000 of premium
- Highly-effective online enrollment (83% log in rate)
- Employees were pleased they could increase their protection and cover bonus compensation
- Employees appreciated learning more about their existing Group LTD plan



## Highly satisfied employees

- Employees are most satisfied with a benefit when they clearly understand its value and how it applies to their personal income situation. That is why we used an enrollment strategy built upon a single concept: education.
- We illustrated how our plan works, how it functioned with existing coverage and how both plans would apply to the employee's circumstance.

## Successful enrollment philosophies keep it simple

We understand that insurance can be complicated. That's why we write all enrollment communications with simple, easy-to-understand language. We believe simplicity delivers a transparency not typically characteristic of worksite benefit communications. By simplifying the conversation, employees gain trust in their employer's decision and in the offering. Trust leads to increased open rates, increased log-in rates, and increased participation rates.

## Always have clear objectives

- Build an enrollment and communication strategy that aligns with the client's benefit culture
- Deliver first-class implementation service so the client can remain focused on their business
- Utilize an educational approach so every employee feels confident in his or her purchase decision — whether they "Apply" or "Decline"

A personalized education is critical in establishing trust and enabling employees to make confident decisions.

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