

The Farmington Company Streamlines West Virginia Hospital's Open Enrollment Through Online Enrollment/Administration

Background

- The hospital's executive team saw the necessity of streamlining its annual benefits open enrollment with an electronic benefits enrollment and administration tool.
- A West Virginia-based hospital offered a Voluntary Benefits Program to its employees that had become outdated and were no longer meeting the needs of the organization or its employees.
 - As a result, the organization wanted to enhance its menu of voluntary benefits with newer, more competitive options.



Our Solution

- A team of on-site benefits counselors was assigned to meet with employees on an individual basis to educate them about their core and voluntary benefits and enroll them into their elections through a web-based system.
 - With the client's eventual goal of supporting a self-service enrollment model, The Farmington Company's counselors tutored employees on the system's features and functionality during their meetings.
 - The client was able to obtain the system at no cost for the first year through the voluntary benefits offering.
- Customized communications were created to support the enrollment, including a Benefits Guide detailing all of the employees' core and voluntary benefit options.
- The Farmington Company partnered with the client and its benefits consultant to design a comprehensive Voluntary Benefits Program, including:
 - Permanent Life Insurance
 - Disability Insurance
 - Accident Insurance
 - Critical Illness Insurance

The Results

- The client was very pleased with the overall communications and enrollment process.
- A schedule was created for our representatives to return on-site at the hospital's locations to conduct the following year's Open Enrollment and educate employees on the system.
- Newly eligible employees call The Farmington Company via a unique toll-free number for benefits onboarding throughout the year.
- Overall understanding and appreciation of the benefit portfolio were increased throughout the employee population.
- The Voluntary Benefits Program achieved significant participation.

