

CASE STUDY

Our relationship with Benefitfocus helps manage the complexity of offering new products and driving enrollment.

How did we win the business, create concise communication and increase plan participation?



The client implementation provided an opportunity to create plan harmonization, streamline communications and drive enrollment while maintaining state-specific guidelines.





Client snapshot

Conglomerate of restaurant franchise owners



Reason #1: Benefitfocus enrollment partner

Through our strategic partnership with Benefitfocus, we can offer:

-  A cohesive approach to implementation and ongoing client servicing.
-  Established best practices for employee benefit education and communication.

Other reasons for winning

-  Managed plan and administrative complexities to create harmonization.
-  Created a holistic communication strategy, including a customized open enrollment experience, which incorporated a postcard mailing to all eligible employees.
-  Leveraged Benefitfocus and Securian Financial's premier service and administrative capabilities.



Together, we offer unique capabilities:

-  Enjoy dedicated resources backed by extended guarantees.
-  Experience efficient implementation and technical integrations for data sharing.
-  Leverage operational efficiencies like pre-configured files.

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