

CASE STUDY

Securian's recommended Workday setup helped strengthen supplemental health participation

Securian Financial translated Workday platform knowledge into a practical enrollment recommendation that helped make supplemental health benefits more visible during the decision process, creating employee understanding through educational language and better contextual placement.

In a 2026 comparison of two clients, one that adopted the recommended setup saw materially higher participation than its subsidiary, which used the default setup.

About the clients:

Statewide hospital system

- 18,000 employees
- Adopted Securian's recommended Workday enrollment setup

Hospital laboratory network
(wholly-owned subsidiary of the statewide hospital system)

- 2,500 employees
- Used default enrollment setup

Client goals:

1 Increase supplemental health participation

2 Improve benefit visibility during enrollment

3 Simplify the employee decision experience



The solution: enrollment architecture matters

The Securian recommendation was designed to make accident insurance and critical illness insurance visible and actionable during open enrollment. When supplemental health products are positioned where employees are already making related health coverage decisions, these products can be easier to understand, easier to evaluate and harder to overlook, supporting a smoother experience for employers and employees.

Overall, the recommended setup was associated with a two to three times higher participation than the standard setup.

2026 participation rate	Default Workday setup	Recommended Workday setup	% increase in participation
Accident insurance	19%	45%	240%
Critical illness insurance	12%	37%	310%

These results demonstrate how a platform-specific enrollment strategy can create a stronger opportunity for employees to see and understand supplemental health benefits during enrollment.



Strategic enrollment support makes a difference

Through collaboration with Helios Consulting, a certified Workday consultant, Securian Financial can help employers and brokers translate enrollment goals into practical platform recommendations. That support can help optimize Workday benefit configuration, reduce administrative friction, improve plan setup accuracy and help employees encounter benefits in a more intuitive way.



Talk to your Securian Financial representative about Workday enrollment strategies.

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