

 **businessolver** | WEBINAR

5 Ways to Personalize Your Benefits in 2023

(and beyond)



Meet the Speakers



Sherri Bockhorst

Head of Consumer Experience

Moderator



Darius Clay

Head of Total Rewards



Meaghan Rohletter

Director of Benefits and Wellbeing



Emily Erkel

Director of Benefits



Supporting Diversity through Choice



Benefit Perspectives are Shifting



Over the past three years, expectations of benefits have expanded beyond just medical-vision-dental.

- Gen Z is poised to make up **27% of the workforce** by 2025.
- **6-10% anticipated increase** in healthcare costs in 2023
- **7 in 10 Americans** are living paycheck to paycheck.

What today's benefit shelf looks like:

Health	Security	Benefit Programs	Workplace Culture
Medical Dental Vision	Life insurance Disability Consumer spending accounts 401(k)	Telehealth Emotional support Care navigation Family planning	Work environments Professional development DEI





Benefit Consumer Expectations have Changed

Meeting employees in ways they want to be met to reduce barriers to benefits.



85% are confused about their benefits



45% average email open rate for benefits-related emails



97% prefer email communications



23% log in to manage their benefits using mobile



34% also opt into text message reminders alongside email



20% of Sofia's chats come in after hours or on weekends



17% impression-to-activation rate when employees see personalized benefits information

Source: *Businessolver 2023 Benefits Insights Report*



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Supporting Employees at Selection



POLL POLL POLL

How have you adapted your benefits administration for your workforce (check all that apply)?

- a. Expanded electable benefit offerings
- b. Expanded benefit programs at no additional cost to employees
- c. Offer integrated decision support at enrollment
- d. Allow employees to leverage their claims data to personalize their decision support



Driving Value in Valuable Ways



- 1) Connect your benefits to your employees' unique needs.
- 2) Communicate the value of those benefits before the moment of enrollment.
- 3) Decision support to help connect the dots at the moment they enroll.

Windstream:

- **55%** of employees used decision support to enroll in their benefits
- **31%** elected the recommended plan

American Cancer Society:

- **71%** of employees used decision support to enroll in their benefits
- **41%** elected the recommended plan

Businessolver:

- **30%** of employees used decision support to enroll in their benefits
- **64%** of those employees elected the recommended plan



AE is over. Now what?



Year-Round Engagement Efforts are Critical



Omnichannel Communication



Targeted, Relevant Awareness



Removing Barriers to Activation

Windstream:

- 28% of Sofia chats came in after hours or on weekends
- 39% of support calls were resolved by technology

American Cancer Society:

- 72% of all support requests were Sofia chats with a 91% same-day resolution rate
- 39% logged in 5 or more times after enrollment with the help of email and text reminders.

Businessolver:

- 75% of employees opted into claims-based personalized messaging
- 98% of calls were resolved by technology



POLL POLL POLL

How do you build engagement into your benefits program (check all that apply)?

- a. Emails and text message reminders
- b. Allowing employees to opt into using claims data to personalize their experience
- c. Virtual and/or in-person benefit fairs and office hours
- d. Mobile app
- e. Something else (let us know in the chat!)
- f. We need help with this!



Bringing Personalization into your Benefits Strategy



Selection to Activation

Helping employees connect the dots with their benefits and wellbeing.



Awareness

- What benefits are available to you?
- Why should you care about these benefits and what value does this bring to your overall wellbeing?
- How are they relevant to helping you navigate today's economic landscape and your health?



Activation

- When can or should you use this?
- Where do you go to find more information or take action?
- How to stay prepared and access support?



Selection

- What do you need to consider about your needs when electing benefits?
- How do you stack your benefits shelf in a way that meets your needs throughout the year?
- How do you protect yourself from the unexpected?



»»» 5 Ways to Personalize Your Benefits

- Offer benefit choices that align with your diverse population
- Provide decision support at enrollment
- Leverage claims data for personalized nudges
- Use preferred communication channels
- Make it easy to understand



»»» The One Thing



"A personalized approach helps show your employees that you're as invested in their wellbeing as they are."

Darius Clay

Head of Total Rewards



"Collaboration across your organization is key to creating a personalization strategy."

Meaghan Rohletter

Director of Benefits and Wellbeing



"Any change in benefit offerings will cause stress as employees are asked to make a new decision. Allow time and space for questions."

Emily Erkel

Director of Benefits



Let's Stay in Touch

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