



Overview

The need

This Midwest university wanted to provide employees with individualized guidance for selecting their best-fit healthcare plans

The solution

The organization implemented myBenefitsMentor, which included an online tool to assist employees with estimated cash outlays for offered medical plans and allowed them to explore cost implications of changing to a new plan

The benefit

Realized \$1M potential estimated out-of-pocket savings, attained an 87% employee use of tool and achieved a 66% enrollment in health savings accounts (HSAs)

Employer adoption of data-driven enrollment tool helps drive best-fit benefit choices—and savings

This university in the Midwest already had an excellent reputation as one of the best employers in the state.

Streamlining employee healthcare selection process

But as the healthcare landscape was becoming increasingly complicated, the organization wanted to help its more than 12,000 eligible employees make more informed choices when selecting their healthcare plans for the year.

The university recognized that employees were already given a great deal of information about their benefits, but perhaps it wasn't the individualized guidance they needed to select the best-fit plan for their specific situations.

In addition, the organization sought to increase participation of tax savings plans and improve employee satisfaction in their healthcare benefits overall.

Custom decision support

To meet the challenge, the organization turned to myBenefitsMentor™. The solution's addition to the organization's benefit offerings included an online tool where employees could get an estimate of their total cash outlay under each of the medical plans offered.

Using the web-based solution, employees could view 18 months of their family's summarized medical and prescription drug claims. The myBenefitsMentor tool also utilized employees' recent claims experience to estimate next year's healthcare costs, while taking into account any coverage changes or potential services the employee included in the online estimation process.

Employees were also able to explore cost implications of changing to a new plan. They could then use that information to compare premiums, out-of-pocket expenses, available credits and more.

Employee outreach strategy

Individualized letters were mailed to employee homes in mid-October. Each letter provided an estimate of the employee's costs under the university's varying plan choices. The letter was also designed to match the university's unique style and brand, so it was consistent with other enrollment materials.

The organization directed employees to a web portal, where they could view their medical plan choices in detail, along with estimated costs. The portal featured a healthcare history page, new healthcare services, healthcare usage and needs, health plan cost comparisons and spending account recommendations.

The three most accessed pages were new healthcare services, health plan cost comparisons and healthcare needs—each with more than 22,000 hits.

Goals, surpassed

By using myBenefitsMentor to enhance the open enrollment experience, the university exceeded its goals for guiding employees into best-fit plans.

- Nearly 87 percent of eligible employees used myBenefitsMentor to select their medical plans and other healthcare benefits.
- Enrollment in the university's two available HSA plans was 26 to 33 percent higher than projected, with 66 percent of employees enrolling.

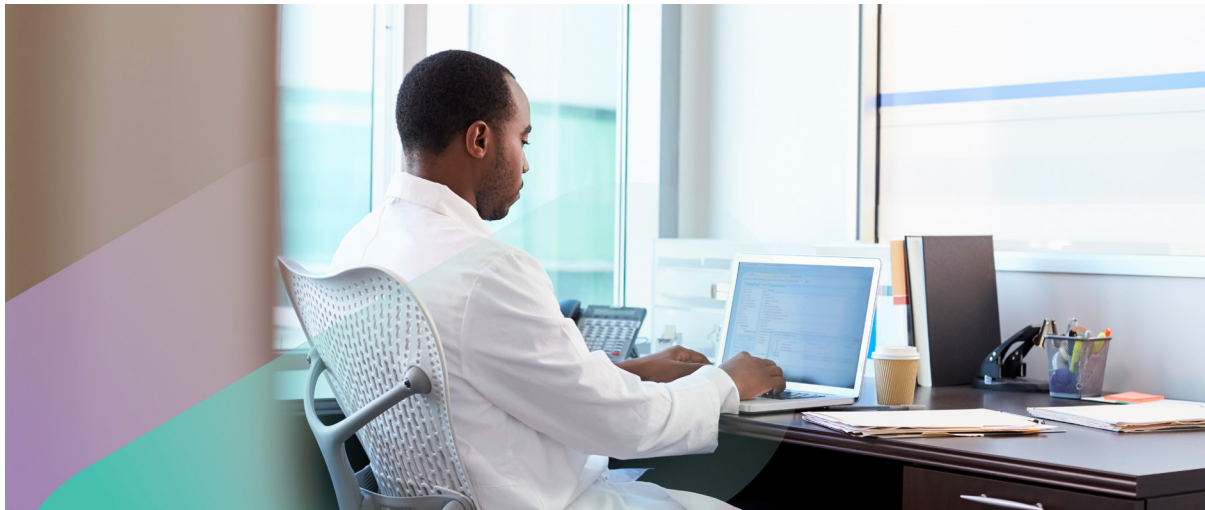
- The organization and its employees are poised to benefit from being insured, with an estimated potential \$1 million in savings in out-of-pocket costs versus premiums.

What is myBenefitsMentor?

This web-enabled tool helps provide the information consumers need to make more informed benefit decisions. At the heart of the solution is a personalized, historic healthcare cost and utilization summary for consumers and their families. This is the foundation for comparing all benefit plan and healthcare savings options. Because the information is customized to each consumer's individual situation, the choice becomes clear.

Research shows that 90 percent of consumers keep the same benefits year after year, and more than 40 percent estimate they waste up to \$750 per year on their benefits¹.

Source: 2014 Open Enrollment Survey, conducted by Research Now on behalf of Aflac, July 2014



Notes

¹ 2014 Open Enrollment Survey, conducted by Research Now on behalf of Aflac, July 2014, <https://www.aflac.com/business/resources/aflac-workforces-report/default.aspx>

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Solution components

myBenefitsMentor™

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