A major engineering company was shifting their health benefits to a private exchange with a first-time offering of a high deductible health plan.

The company wanted to give their employees high-touch support both pre-open enrollment and during open enrollment to ensure a smooth launch and an enhanced member open enrollment experience for confident decisions based on their individual situations.

Solution

Health Advocate worked with the HR team to create a specialized suite of Enrollment Advocate services:

- Developed a process to enable employees to schedule appointments with a Health Advocate Benefits Specialist online or over the phone
  - One-on-one explanations of the benefit change details
  - Help employees understand costs, including payroll deductions and out-of-pocket expenses
  - Assist with any clinical issues affecting the employee's plan decision
  - And more
- Implemented a communication strategy ensuring that key dates and requirements were properly communicated to the population