



Enrollment Advocate Service

Open Enrollment Benefit Support with Health Advocate



Results

Health Advocate was able to successfully educate employees about the newly introduced high deductible health plan, resulting in a substantial number of employees enrolled in the benefits.

Open Enrollment:
October-December



34,329

Enrollment Advocate Interactions



60,000

Employees Enrolled



18,992

Hours of Employee Interactions



75,000

Eligible Employees

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

Health Advocate makes healthcare easier for over 12,500 organizations and their members by leveraging a combination of personal support, data and technology to engage people in their health and well-being. [HealthAdvocate.com](https://www.healthadvocate.com)

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Contact us to learn more about how we can help you improve the health and well-being of your employees!

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