

CASE STUDY THEME:

Consolidating 2 companies, automating paper enrollment, rush implementation and integration with enrollment firm.

Industry: Construction

of Employees: 1,600

BUSINESS CHALLENGE

Client has experienced rapid growth due to multiple acquisitions.

- Challenge was to consolidate benefits, unify systems and deliver one cohesive benefits package to newly integrated employee population.
- Multiple data sources were reconciled during onboarding. Data stemmed from various people, carrier systems and payroll systems.
- 400 employees were coming from competitor system, 1,200 were paper enrollment.
- WBD had to aggregate data, load system, and launch 1st ever mandatory open enrollment.
- Another challenge was to train and integrate efforts with face to face enrollment firm.

SOLUTION DELIVERED

- WBD core services include supersite, ben-admin, COBRA and ACA.
- WBD worked closely with voluntary benefits team and enrollment firm to perfect communications strategy and optimization of text, emails, calls and face to face interaction.
- Group requested COBRA system enhancement to simplify field HR questions – which WBD was able to accommodate and re-code within 2 weeks of request (no charge to client)
- Enrollment firm customization (no charge): WBD built customized “enrollment firm” application that easily exports enroller data to track performance, product adoption, premium increase and other stats necessary for enrollment firm to track field activity.
- Carrier change – rapid file installation. When moved to BCBS of OK, started testing on 2/22 and went live 5 days later on 2/27.

IMPACT CREATED



Carrier change **5** day turnaround from 1st test file to live feed



32 days to go live with internal payroll system integration



2 weeks for COBRA transparency custom application