



Office Automation and Technology Leader Achieves Benefits Enrollment and Cost Reduction Goals with Workscope



“There was so much going on at once as we changed our health benefit offerings, contracted with new medical, dental, vision, and FSA providers, and worked with Workscope to replace our online benefits administrative system. By fully partnering with our new suppliers, Workscope was able to get us up and running in just four short months — in time for our open enrollment period — for a truly miraculous accomplishment.”

— A REPRESENTATIVE OF THE OFFICE TECHNOLOGY LEADER

Challenge Implement benefit programs and infrastructure changes in order to reduce health benefit costs without sacrificing employee satisfaction and well being.

Solution Workscope Outsourced Benefits Administration (OBA) solution, which consists of Web-based self-service applications, integrated modeling tools, 24x7 on-shore phone support.

Result Significant results in CDHP enrollment, FSA participation, and tax savings. Employee use of the decision support tools yielded a 10 point year-over-year increase in CDHP enrollment. The Medical Cost Calculator showed the CDHP to be the most cost-effective option in 94 percent of results, and about half of the employees who used the calculator chose to enroll in that plan. At the same time, the company also saw a 10 point year-over-year decrease in enrollment in the more costly Preferred Provider Organization (PPO) plan.

Employees who used the savings account estimator contributed two to three times more to FSAs and saved two to three times more in taxes than those who did not use decision support. Because FSA participants reduce their taxable income, the company pays less in matching FICA contributions, resulting in savings for employee and employer alike.

Workscope Online Solution Helps Drive Cost-Effective Enrollment Behavior

A Florida based, wholly owned subsidiary of a world leading enterprise for business process and document management, has enjoyed continued success in the office automation and technology sector through organic growth and strategic acquisitions. The company operates through small and mid-sized businesses with regional core companies in the U.S. that sell and service document management systems such as printers, copiers and multifunction devices; network integration services; and electronic presentation systems. The company operates in 36 states and the District of Columbia with more than 200 offices and 6,000 employees nationwide.

A Better Way to Manage Benefits Enrollment

In 2007, faced with the U.S. economic downturn and the escalating costs of medical and prescription drug coverage, the company decided it was time to make some changes to one of its largest controllable cost centers: employee benefits administration. The goal was to implement benefit programs and infrastructure changes in order to reduce health benefit costs without sacrificing employee satisfaction and well being.

The company developed a three-year plan to drive major changes in benefits administration across its decentralized organization. They replaced their third-party administrator and numerous networks with an integrated solution. It added a new healthcare provider, a consumer driven health plan (CDHP) option, and a wellness program with incentives and online support programs. In addition, the company set out to replace its current online enrollment platform with a more powerful, yet intuitive solution capable of supporting higher levels of employee engagement and a higher volume of enrollment activity.

After evaluating a number of options, the office automation leader chose Workscope Outsourced Benefits Administration (OBA) solution, which consists of Web-based self-service applications, integrated modeling tools, 24x7 on-shore phone support. The company was confident that Workscope OBA could help them reduce benefit costs by empowering employees to make cost-effective enrollment choices and generate greater tax savings through increased flexible spending account (FSA) participation.

A Seamless Online Enrollment Experience

Workscope configured the Workscope OBA interface to reflect the company's unique corporate brand and provide users with a comfortable and seamless online enrollment experience. The self-service enrollment and eligibility functionality is configured to present employees with only those benefit options for which they are eligible, based on the company's specific business rules. It guides and prompts employees through each step in the enrollment process, helping them to evaluate, identify, and select the healthcare option that is best suited to their personal and financial needs. At appropriate points in the process, the application provides access to dynamic decision support tools to help employees determine the most suitable plan selections, taking into consideration personal preferences, medical usage, premiums, and out-of-pocket expenses.

"Our goal for the new online benefits administration system was not only to drive enrollment activity to the Web, but also to provide an intuitive, dynamic, and highly interactive experience on the Web to drive employee adoption and engagement," stated a representative of the company.

Workscope designed the company's online enrollment experience to include point-of-purchase prompters with configurable placement and messaging. These prompters encourage users to make choices that will lead them down a specific path in the enrollment process for more informed decision making. For example, one prompter asks the employee, "Would you like help picking the benefit plan that is right for you?" If the employee clicks on the large "Yes" button, the application will

present the appropriate decision support tools. If the employee already knows his plan choice, he just has to click on the small "No Thanks" button to continue with enrollment.

Survey results show that 98 percent of the company's employees are satisfied or very satisfied with the Workscope HR Service Center.

Access to Integrated Decision Support Tools

Fully integrated decision support tools, including a medical cost calculator and savings account estimator, are tailored to reflect the company's specific benefit plan offerings, policies, and business rules. The tools walk employees step-by-step through a series of questions to help them choose the best-fit benefit options based on cost and coverage. Real-time data exchange back to the core enrollment application makes for a fast and seamless user experience.

Employees can use the medical cost calculator to estimate out-of-pocket expenses for those healthcare services they use the most. After selecting a coverage level, the employee specifies the estimated number of times he or she (and any dependents) will use various healthcare services, such as emergency room visits, outpatient hospital procedures, or x-ray services. Because the cost of medical care varies widely from region to region, the calculator factors in the employee's home address to arrive at more accurate estimations. Once the employee makes his selections, the calculator computes and displays out-of-pocket costs, annual medical contributions, and estimated total costs by plan.

The integrated savings account estimator helps boost FSA participation by making employees aware of potential savings. This online tool calculates a recommended FSA contribution — based on estimated medical, dental, vision, or dependent care expenses — along with any associated tax savings so employees can make informed participation decisions.

In-Depth Reporting and Analytics

Workscope OBA includes built-in reporting and analytics to enable the company's HR managers to understand enrollment patterns and gauge how employee enrollment behavior is impacting overall healthcare costs. For example, the plan scorecard enables management to see how each benefit plan performed during open enrollment, including the number and demographics of employees who signed up. It also enables administrators to drill down into preferences to understand the factors — such as lower deductibles or the flexibility to choose their own doctor — that drove employees to select a specific plan. This insight helps the company's HR team to design benefit plans that attract and retain top talent and to develop strategies aimed at encouraging more cost-effective enrollment behaviors.

Results that Speak for Themselves

After using OBA Enterprise for its first post-implementation open enrollment period, the company saw significant results in CDHP enrollment, FSA participation, and tax savings. Employee use of the decision support tools yielded a 10 point year-over-year increase in CDHP enrollment. The Medical Cost Calculator showed the CDHP to be the most cost-effective option in 94 percent of results, and about half of the employees who used the calculator chose to enroll in that plan. At the same time, the company also saw a 10 point year-over-year decrease in enrollment in the more costly Preferred Provider Organization (PPO) plan.

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