

Digital Transformation for Large Healthcare System

The Challenge

A healthcare system based in Annapolis Maryland, recently formed after two healthcare systems merged. Their HR and Benefits Team released a request for proposal for an intuitive, digital benefits administration and enrollment platform. Their goal was to ease the administration burden on their team and give their newly combined population a better overall benefits experience.

They also had budgetary concerns, especially as a healthcare system recovering from the COVID-19 era.

The Solution

Winston and HRally® were selected as the healthcare system's digital benefits administration, benefits call center, and communications partner. Due to Winston's experience in the voluntary benefits space, we also worked with the client's and their consultant in order to introduce new voluntary plans to supplement their core coverages.



43%

Participation in the newly introduced voluntary benefit plans during the 2021 Open Enrollment period.



26%

Increase in the High Deductible Health Plan Participation.



92%

Of the employees utilized our platform, HRally®, to enroll in their benefit plans during Open Enrollment.



683

Total number of hours our call center representatives spent on the phone with the client's employees during Open Enrollment.

Provided Services

Benefits Administration and Enrollment Technology

HRally® provides the client administrators with the technology needed to streamline benefits processes and gives their employees one platform for benefits information, and decision support tools.

Benefits Communications

Winston created targeted communications, including traditional print materials with digital QR codes to help the employees navigate HRally® for the first time and better understand their benefits. We also participated in live web-based benefit fairs.

Benefits Communications

The employees also have access to our year-round call center for enrollment, benefit inquiries, and technology support. Employees now have multiple channels to learn about and enroll in their benefit plans.

Voluntary Benefits Marketing

Winston assisted the client and their consultant in the selection process of new voluntary benefit plans. We collectively chose affordable, best-in-class voluntary benefits that employees needed and built them into the enrollment process on HRally®.