



# Case Study

## Increased Health Plan Surplus to \$409,000

### Executive Summary

XYZ Staffing is a leading retail staffing provider to some of the nation's largest retail chains and has an average weekly rolling payroll of 6,000 temporary workers. Most temporary staff work an average of three weeks each month on assignment. XYZ Staffing also has an additional 3,000 permanent employees.

### Challenges

XYZ Staffing was inconsistently offering a MEC benefit plan averaging 11% participation, resulting in an average annual health plan surplus of less than \$39,000. They did not know how to increase participation. Manually processing paper enrollments and waivers was consuming a large amount of time and resources from their HR staff.

### Goals

XYZ Staffing's main priorities were to:

- Improve ACA health plan surplus profitability
- Demonstrate 100% ACA compliance
- Relieve administrative burden
- Attract and retain top talent

### How BenefitElect Helped

XYZ Staffing hired BenefitElect to manage their temporary worker's benefits program. They required a weekly medical plan and offered multiple pre-tax insurance benefits. All candidates were enrolled in the MEC-Plus plan.

During onboarding, they logged in to the online enrollment system for the opportunity to purchase additional coverage, including buying up to the MVP plan, or to waive coverage. The online enrollment system educated employees about their options through engaging communications and videos. A bilingual call center was also available for Spanish-speaking candidates. At the end of the onboarding process, all candidates received a text message and an email confirming an offer of coverage. Through this process, BenefitElect was able to guarantee 100% offers of coverage.

On a weekly basis, the enrollment system exchanged records with the payroll system and the insurance company to ensure that all employee data, coverage and deductions were accurate and current. Break-in-service rules, built into the enrollment system, made for easy reactivation of coverage. Before any action was taken, temporary workers received automated email and text message reminders to keep them up to date on their eligibility and enrollment status.

### Results

XYZ Staffing saw impressive results:

- All benefit deductions were managed electronically with zero errors
- There were no terminated temporary workers still on benefits coverage
- 89% of temporary workers who auto enrolled retained medical coverage
- Retention increased to 88%
- The company's annual surplus increased from \$39,000 to \$406,000, improving profitability
- XYZ Staffing became 100% ACA compliant
- They took advantage of a Work Opportunity Tax Credit for the first time