

Case Study - Employer

Industry

Professional Association for K-14 Educators in Alabama

Number of Employees (Members)

104,000+ members as of end of year 2011

Situation

- The association did not have benefits that were competitive with their market.
- Administering the benefit program was becoming burdensome on personnel, which created extra expenses as time was diverted from other projects.
- Employees did not have a good understanding of their benefits and the structure was excessively complex with numerous vendors offering duplicate coverage.

Solutions

- Centralized benefit administration through our customer service department and implemented new consolidated billing process to relieve burden on Human Resources.
- Increased participation through educational communication delivered in person by benefit counselors, over the phone, online, and with inhouse marketing pieces.

Enrollment Conditions

- 134 School Systems across 67 counties

Enrollment Methods

- Group Meetings, Call Center, Online and Election Packets

Products Offered

- Term Life Insurance
- Whole Life Insurance
- Investments (ie IRAs)
- Disability Insurance
- Accidental Death Insurance
- Cancer Insurance
- Long Term Care Insurance
- Accident Insurance
- Dental Insurance
- Vision Insurance
- Automobile Insurance
- Homeowners Insurance
- Pet Insurance
- AirMed Traveler
- and more...

BRINGING IT ALL TOGETHER
Insurance Investments Enrollment
Services Administration

