

# Activation Paths: Boosting Your Benefits Signal



You did it! You researched, RFP-ed and won some budgeting battles. You assembled the best benefits program that your organization could afford to cover the health and well-being of your employees. Sit back and breathe a sigh of relief.

**If only it were that simple.** Now you have to convince your employees to activate on those programs so your organization can achieve the maximum return on investment.

And it's never been more important. As benefits continue to get more complicated, you need an all-in-one solution that ensures your employees understand the benefit programs you provide and, just as importantly, how they impact their health and well-being.

Benefitsolver® was built with the necessary tools for an omni-channel engagement strategy that ensures selection to activation. **Our activation paths provide multiple touchpoints for your employees, navigating them to your benefit programs, and increasing the value of your benefits spend.**

## ac'ti-va'tion path

*noun*

/ akti'vāSH(ə)n paTH /

1. a method by which individuals are connected with the right resources at the right time to help them maximize their employee benefits.
2. an opportunity for empathetic employers to support employee well-being while improving their bottom line.

### With personalization in play, these benefits had the highest impression-to-activation rate:

Employee assistance programs 15%

Care navigation 12%

Telemedicine 10%

### Additionally, employees engaged the most with these voluntary benefits and point solutions when they see targeted messaging directly from Sofia:

Employee discounts 50%

Nurseline 50%

Wellness support 29%

Second opinion 20%

2023 Benefits Insights Report

# Trust through technology

Businessolver's activation paths are configured to meet your organization's needs. We offer an omni-channel, integrated approach within a single benefits ecosystem to amplify programs like these:

- 401(k)
- Care Navigation
- Cost Transparency
- Claim Support
- Diabetes
- Drug Search
- Emotional Health
- EAP
- Employee Discount
- Second Opinion
- Hypertension
- Musculoskeletal
- Nurseline
- Surgery Planning
- Provider Guidance
- Telemedicine
- Tobacco Cessation
- Tuition Assistance
- Weight Management
- Wellness
- ...and more!



**Benefitsolver amplifies company-sponsored programs and increases engagement while keeping you compliant. We use data to create a personalized experience that drives awareness to your benefit program and ensures your employees understand their benefits and how your programs improve their overall health and well-being.**

## Benefitsolver tools and technology all work together to amplify benefits programs and engage employees.

- **Online Portal** - enrollment, engagement, education
- **Action Manager** - text and email communications
- **Sofia**<sup>SM</sup> - personal benefits assistant, available 24/7
- **Member Services** - live representatives for high-touch support
- **MyChoice® Mobile App** - engagement on the go
- **MyChoice® Recommendation Engine** - enrollment and selection guidance

