



# Personalized Navigation<sup>SM</sup>

by  **businessolver**

## 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 compliance regulations around transparency increase, 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<sup>®</sup> 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.**

### Why it matters



Care coordination for individuals with chronic conditions can save employers **\$4,500** per member per year. *Intrado*



Telemedicine saves an average of **\$309 to \$1,500** per session over emergency room visits. *Ortholive*



## 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 these programs:



**Carrier-Provided or Third-Party Transparency Tools** – Use the transparency rules to encourage members to shop for cost-effective care



**Nurseline** – Help your employees connect with a qualified medical professional for next steps in their care



**Care Navigation** – Guide employees to personalized service for finding treatment, plan resources, coordinating care and more



**Telemedicine** – Provide direct access for members to receive medical care through a virtual visit



**Claims Support** – Connect employees to support representatives who guide employees through the complex claims processes



**Employee Assistance Program** – Ensure employees take advantage of your EAP, providing mental and emotional support



**Tobacco Cessation Program** – Encourage employees to take advantage of coaching, behavioral therapy and other programs to kick the habit



**Wellness Initiatives** – From getting annual physicals and screenings, employees can get prompted toward healthier options

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 partners work in an integrated, omni-channel approach to engage employees

- ▶ **Online Portal** - enrollment, engagement, education
- ▶ **Action Manager** - text and email communications
- ▶ **Sofia** - 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

