



# Trustmark Simplink<sup>SM</sup> – Enrollment technology made simple



When it comes to technology, simplicity and functionality aren't just "nice to have", they're essential. This is especially true during enrollment, where employees need a user-friendly experience. Trustmark Simplink<sup>SM</sup>, is a new enrollment technology solution that can change the way you offer benefit solutions.

## What is Simplink?

Simplink is a new API that allows Trustmark insurance products to easily and seamlessly link into any benefits administration system. This means Trustmark products can be offered on any case, regardless of the clients existing system. Simplink is a turnkey, no-cost solution.

The most important factors employers consider when assessing their benefits administration platform are:

1. User experience
2. Ability to integrate with other HR functions

**Simplink is your solution!**

*Source: HR Technology & Benefits Administration Survey, Pacific Resources, 2017.*

## The Simplink difference



### SEAMLESS EXPERIENCE

Mimics the look and feel of the existing ben admin system for simple navigation.



### SYSTEM FLEXIBILITY

Allows Trustmark products to be offered on any system.



### RICHER PRODUCTS

Access to the full complement of Trustmark products and product features.



### SPEEDY SET UP

Configuration is quick and all cases can be set up quickly after initial configuration.



### CLEANER DATA

Eliminates the need for EDI interface.



### POLICIES ISSUED FASTER

Data will flow faster through the system, allowing us to issue policies faster.

## A better experience for everyone

Simplink will improve the experience for everyone involved in the voluntary benefits enrollment, with benefits for:



### Employees

- Simple, cohesive and easy to understand enrollment experience
- The best in insurance protection from Trustmark products



### Employers

- A simplified, integrated enrollment system
- Superior voluntary benefits protection offered to employees



### Brokers

- Simpler process for handling data
- Ability to offer Trustmark products on any ben admin system
- Ability to offer a smoother enrollment solution to employers



**Simplink changes the way you do business with Trustmark.** It will give you more freedom to offer our products and provide a smoother process on the cases we work on together. With technology playing such an important role in the way we work and live, Trustmark has the solution to help you succeed.

**You care.  
We listen.**

**Contact your Trustmark regional sales representative to get Simplink today.  
It's a game changer.**

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