



3 ways enrollment providers can elevate your business

Could the average homeowner sell their own home? Absolutely. Would they have the inside knowledge, connections and resources to do it effectively while maximizing their time and earnings? Probably not. That's why most owners enlist a specialist (e.g., real estate agent) to manage the process from start to finish.

Benefits enrollments for employer groups are strikingly similar. As a benefits broker, you can handle enrollments on your own—but when you delegate this function to a specialist, you can earn more revenue, provide more value to clients and their employees, and maximize your success.

At Optavise, we understand broker challenges. We know you might not have the time, expertise or tools to sell voluntary benefits, but that's where an enrollment partner can **help elevate your business in three ways:**

1 Extra resources and support

An enrollment expert is equipped to meet and educate employees on benefits, plus lighten the broker's workload, especially during high-volume periods. A partner can run enrollments consistently across multiple locations, then support other tasks such as communication campaigns and informational sessions. These initiatives combine to drive higher participation, greater awareness of the employer's benefit offerings, new opportunities and stronger employee engagement.



70% of employees feel they need support during open enrollment to help maximize their benefit dollars.¹

2 Carrier and product expertise

As a broker, you don't have to be a benefits specialist. The right partner can locate carriers that offer the best combination of supplemental health and life products for groups and individuals, show benefit comparisons and present the most attractive pricing. Enrollment agents can meet one-on-one with employees to explain products and terms to support coverage selections, and ensure employees fully understand options to make an informed decision.



Nearly one-third of American workers admit they don't fully understand any of the employee benefits they selected during their most recent enrollment period.²

3 Efficient administration

An enrollment service provider utilizes specialized technology beyond what you typically use. And with an efficient administration system, your employer clients can be enrolled in supplemental benefits only or total core benefits, with different carriers consolidated into one single platform. A system's features—like payroll deduction, group billing management, or claim filing and tracking—can be integrated with human resource information systems to eliminate data entry, reducing employee enrollment time to mere minutes.

A partner also helps clients develop and implement an integrated communications strategy across multiple channels and devices, plus ensures compliance among benefit regulations to mitigate risks and liability.



Small business owners spend five hours per pay period processing payroll and 1.6 hours per week managing employee benefits.³

When you're looking to boost your income, consider an enrollment partner that is flexible in pursuing a variety of groups—regardless of variables like size, location or working conditions.

In the end, you don't have to spend time and energy enrolling clients, yet you're still compensated. You can focus instead on what you do best: building client relationships and growing your business.



Who's the best enrollment partner for you?

In the same way you'd vet contractors to work on your home, you'll want to evaluate enrollment providers before selecting the best partner.

Here are some good questions to ask:

- ▷ Do you specialize in enrolling groups in certain industries?
- ▷ How do you support clients with compliance, communication and reporting?
- ▷ How does your compensation share work?
- ▷ How do you enroll groups: face-to-face, online, group meetings, etc.?
- ▷ What benefits administration tools do you use?
- ▷ What incentives (e.g., broker referrals) do you offer?
- ▷ Can you enroll products from multiple carriers for all lines of coverage?

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Do you need a partner to help manage your enrollments?

CONTACT US TODAY!

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¹Employee Benefit News, *Pressured by inflation, American workers need help during open enrollment*, <https://www.benefitnews.com/news/pressured-by-inflation-american-workers-need-help-during-open-enrollment>, September 2022.

²SHRM, *Employees Want Voluntary Benefits but Don't Always Understand Them*, <https://www.shrm.org/resourcesandtools/hr-topics/benefits/pages/employees-want-voluntary-benefits-but-dont-always-understand-them.aspx>, May 4, 2022.

³American City Business Journals, *I'm spending how much time on HR-related tasks for my business*, <https://www.bizjournals.com/austin/news/2022/09/09/time-on-hr-tasks-for-business.html>, September 2022.