

WELLFLEET WORKPLACE  
**ENROLLMENT  
MADE SIMPLE**





## Next-level enrollment experience

With five generations in the workplace, now more than ever, employees are looking for unique coverages that meet their life stage. While employers strive to offer these benefits, they may find they are a hassle to implement and manage. Wellfleet Workplace delivers creative benefit solutions that complement core medical plans and provide the financial protection employees need without the administrative hassle.

As a relationship-focused company, we can create a **custom enrollment experience** for each client. This starts with choosing to use our suite of engagement resources or to blend Wellfleet's complementary materials with the client's existing program. Wellfleet then builds a **comprehensive engagement strategy** that addresses the wants and needs of each group, while meeting enrollment goals. Next, we drive awareness and understanding by applying **best practices** and layering in **easy-to-understand communication** and education materials.

Wellfleet takes things to the next level with our **state-of-the-art insurance administration system**. This innovative platform drives the accurate flow of information end to end. In addition, we work with your chosen enrollment platform, remove standard file requirements and ensure we receive only the necessary data to administer coverage. Ultimately, this provides clients with an **extraordinarily simple enrollment experience**.

## Enrollment highlights

We take the hassle out of enrollment by:

### For brokers

- Utilizing relationships with enrollment providers
- Decreasing the time to onboard new technologies & clients
- Leading a post-enrollment review & providing improvement recommendations

No need to  
"speak" technology

### For employers

- Facilitating the build of our products onto the chosen system
- Taking a consultative approach to creating or complementing the current enrollment strategy
- Experiencing a truly customer-centric data-handling solution

### For your employees

- Providing access to valuable benefits that fill coverage gaps
- Offering educational resources that support a range of learning styles
- Using easy-to-understand language that educates on the importance of financial protection products





## Multi-faceted enrollment communications

Key to a successful enrollment is the ability of employees to understand the benefits being offered. Wellfleet provides creative resources that drive understanding and confidence across learning styles and communication preferences. Our clients are able to choose between three distinct enrollment communications packages, which can be further customized by keeping only the features that are meaningful to their group:

ENROLLMENT COMMUNICATIONS PLANS			
	Package 1	Package 2	Package 3
<b>Summary</b>	Employees learn about workplace benefits via a customized online experience	Employees learn about workplace benefits via the chosen enrollment platform or intranet	Employees learn about workplace benefits via printed pieces
<b>Ideal for...</b>	Highly digital group used to or ready for a fully online enrollment	Employers looking to provide an online experience without adding an additional website to the mix	Groups largely offline in their work & accustomed to hard copies of content
<b>Branded microsite*</b> • Short product videos • Benefit information • Links to enrollment & claims	✓		
<b>Shareable content</b> • Short product videos • Benefit documents • Digital displays		✓	
<b>Printable content</b> • Benefit documents** • Postcard/mailers** • Posters**			✓
<b>Customized emails</b> • Product-specific, countdown to enrollment & benefit reminder emails	✓	✓	
<b>Social media support</b> • Best practices • Pre-written posts	✓	✓	
<b>Virtual &amp; in-person meeting support</b> • As available &/or as requested	✓	✓	✓

\*Group size minimum applies

\*\*Print fees may apply



## A Berkshire Hathaway company

Wellfleet is proud to be a Berkshire Hathaway company. As their primary Accident and Health carrier, we are backed by A++ financial strength ratings—the highest possible—from AM Best\*. With a focus on delivering customer-centric insurance solutions through flexible products and quality service, Wellfleet works to protect people against risk throughout every stage of life — from birth to college, the workplace and beyond.

\*For the latest ratings, visit [ambest.com](http://ambest.com)

## Wellfleet Workplace

Wellfleet's Workplace division delivers customizable, digitally-forward benefit solutions through a suite of employee benefit products. Designed to complement and enhance your benefit plans, while providing employees with financial protection from the unexpected, our products include:

- Accident Insurance
- Critical Illness Insurance
- Hospital Indemnity Insurance
- Short Term Disability Income Insurance

## We're different

Unlike many insurance companies, we are not stuck with antiquated systems or complicated ways of working. Wellfleet Workplace has digitized the insurance lifecycle with its end-to-end insurance platform, which streamlines workflows from quote through policy administration and claims. For our clients, that translates into operational efficiencies, simplified interactions, billing accuracy and the smooth flow of sound data.

Our innovative spirit can also be seen in our unique industry solutions and each customer interaction. We are committed to not only developing and enhancing products that meet our customers' evolving needs, but to providing next-level service built upon responsiveness, reliability and understanding.



### Ready to learn more?

Visit [wellfleetworkplace.com](http://wellfleetworkplace.com) or contact your local Sales Representative directly.

This document is meant to highlight some, but not all the features Wellfleet Coverage provides. It is not an insurance contract. Wellfleet Workplace Benefits provide limited benefits and is not a substitute for mandated ACA healthcare coverage. Like most supplemental offerings these benefits may have state-specific variations, and some product offerings and details may not be available in all states. Rates are subject to change. Wellfleet reserves the right to raise premium rates with proper notice as noted in the policy and proposal. For complete details contact your Wellfleet Sales Representative.

Wellfleet is the marketing name used to refer to the insurance and administrative operations of Wellfleet Insurance Company, Wellfleet New York Insurance Company, and Wellfleet Group, LLC. All insurance products are administered or managed by Wellfleet Group, LLC. Product availability is based upon business and/or regulatory approval and may differ among companies.

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