

Revitalizing an existing case

Increasing employee engagement year over year and improving re-enrollment results is a common challenge. In this case, a Southeast municipality had a very successful initial enrollment with Trustmark, but in recent years, there was minimal participation at re-enrollment.

Client Overview



MUNICIPALITY



LOCATED
IN THE SOUTHEAST



DECLINING PARTICIPATION AFTER
INITIAL ENROLLMENT SUCCESS

Challenges

- **Overcome minimal enrollment participation** in recent years
- **Communicate mandatory benefit meetings** to employees
- **Teach employees** about the value of the benefits available at work

Solutions & Key Results

Full-access employee education plan

Mandatory meetings and a robust pre-communication plan encouraged employees to meet with a benefit counselor to select their core and voluntary coverage.

Specialized underwriting

Trustmark offered guaranteed issue products to the whole group, treating them as a new case and refreshing employees' perspective on enrollment offerings.



70% of employees seen



\$387,639 in premium (compared to \$500 in years past)



650% more applications taken vs. the previous year

Want to build better strategies to meet your clients needs? Start a conversation with a member of the Trustmark sales team to discover what's possible!



Trustmark is a registered trademark of Trustmark Insurance Company. Products underwritten by Trustmark Insurance Company and Trustmark Life Insurance Company of New York. Rated A (Excellent) for financial strength by AM Best. Specific benefit requirements and exclusions are set forth in the policy. Products, benefits and availability may vary by state.

TrustmarkVB.com