



# Why you need an enrollment firm

When you need work done on your car, you go to a mechanic. When you have a toothache, you talk to a dentist. And, when you're looking to set up your enrollment for success, the best tactic is to work with an enrollment firm.

At Trustmark, we understand how much it means for employers to be able to provide protection for their employees, that's why working with an enrollment firm is essential to maximize participation and deliver the education that employees need.



## The resources you need, the results you want

Enrollment firms provide the necessary resources and experience which ultimately produce the results that employers value for their employees:

One of Trustmark's enrollment partners has averaged a **78% increase** in participation through their customized one-on-one communication.<sup>1</sup>

### The resources you need:

### The results you want:

 <p><b>Communication specialists</b> trained in explaining the value of both core and voluntary benefits</p>	<p><i>Employees are more satisfied with their benefits, better educated on how they work and have significantly higher enrollment rates</i></p>
 <p><b>Support for educating employees</b> on important corporate initiatives</p>	<p><i>Enhanced understanding and increased engagement in programs such as 401(k) plans or wellness</i></p>
 <p><b>Ability to coordinate enrollment</b> across multiple locations</p>	<p><i>A consistent enrollment experience that touches all employees</i></p>
 <p><b>The manpower and technology resources</b> to reach employees</p>	<p><i>Reduced strain on the human resources department</i></p>
 <p><b>Proven tactics</b> for implementing a multi-year enrollment strategy</p>	<p><i>Ongoing educational support for new hires and recurring opportunities for employees to review their benefits</i></p>
 <p><b>Surveys and information-gathering tools</b> to help employers learn more about employees</p>	<p><i>More informed decision making for employer communication and employees' benefit needs</i></p>

## Voluntary Benefits

# Communication is key

Communication is the heart of what an enrollment firm provides, which is why they offer a solution at every step along the way.

## Employee pre-communication

**campaigns** - Awareness campaigns about an upcoming enrollment help promote participation and prepare employees to make more informed decisions.

**Benefits education** - One-on-one communication at time of enrollment means employees have a chance to understand their benefits and how they relate to their specific situation.

**Guided enrollment** - Using an enrollment specialist means no part of the enrollment is overlooked, and employees have a chance to ask questions while making an active decision on all their benefit options.

## The proof is in the numbers

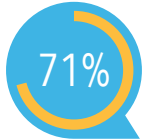
Enrollment firms can make a huge difference when it comes to delivering results, but don't just take our word for it. Statistics show the value of communicating through an enrollment firm:



*of employees say they need someone to talk to for benefits information.<sup>2</sup>*



*of employees who enroll one-on-one with an insurance representative express high levels of satisfaction with enrollment.<sup>2</sup>*



*of employers feel their benefit communications are improved by working with an enrollment firm.<sup>3</sup>*

## Added value

Employers can use enrollment firms as a vehicle to communicate about important company initiatives such as:

- 401(k) participation
- Dependent audit
- Wellness
- Voluntary and core benefits
- Conversion to a high-deductible health plan

Working with an enrollment firm also opens the door to valuable benefit services at little or no cost to employers:

- Benefits administration systems
- Tools for Affordable Care Act reporting
- On-boarding and off-boarding support

<sup>1</sup>Personal Communications Inc. book of business, 2016. <sup>2</sup>Trustmark Independent study of employees, (conducted by Connell Group), 2015.

<sup>3</sup>MetLife Employee Benefit Trends Study. 2016.

**You care.  
We listen.**

**Want to learn more about how working with an enrollment firm can enhance your enrollment?**

Visit [trustmarksolutions.com/contact-us](http://trustmarksolutions.com/contact-us) to get in touch with someone from our team.