



Trustmark SimplinkSM – Enrollment technology made simple

Simplink

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. That's why Trustmark Voluntary Benefits has developed Trustmark SimplinkSM, a new enrollment technology solution that makes life easier for brokers, employers and their employees.

What is Simplink?

Simplink is a new tool that allows Trustmark products to easily and seamlessly link into any enrollment system. This means Trustmark products can be offered on any case, regardless of the clients existing enrollment system. Simplink is a turnkey solution – you simply need to plug it in and you're ready to enroll.

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

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

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

The Simplink difference



SEAMLESS EXPERIENCE

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



PRODUCT AVAILABILITY

Allows Trustmark products to be offered on any system.



RICHER PRODUCTS

Trustmark products can be offered with all product features – no more restrictions based on the employer's system.



SPEEDY SET UP

Cases can be set up faster once Simplink has been configured for a given enrollment system.



CLEANER DATA

Integrating everything into one system will help keep data clean and accurate.



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 enrollment, with benefits for:



Employees

- Simple, cohesive and easy to understand enrollment experience
- Stronger insurance protection with Trustmark products



Employers

- Time saved on enrollment and case set up
- A simplified enrollment system
- Superior protection offered to employees
- Cleaner data



Brokers

- Faster processing of data and issuance of policies
- Greater ability to offer Trustmark products
- 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 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 for more information on how to use Simplink to deliver a more effective enrollment solution.

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