dialog health

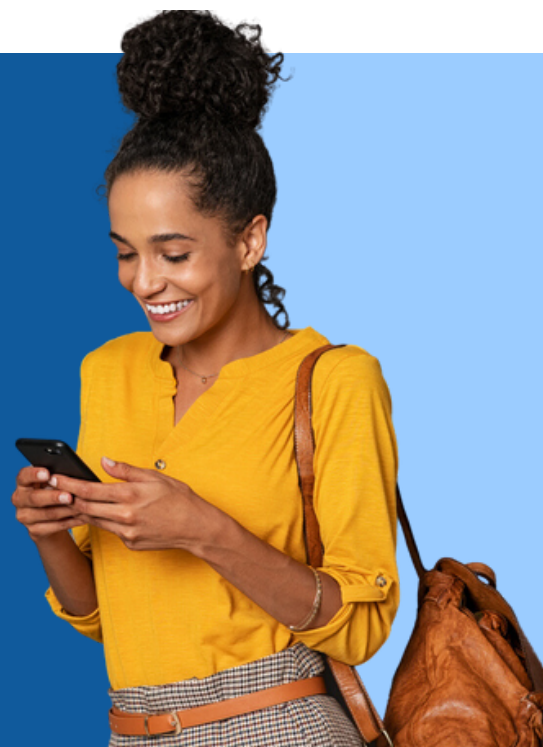**Powerful Mobile Solutions. Better Engagement.**

How Dialog Health helped to increase benefits enrollment and reduce acquisition costs

The Case Study

Broker recommends to Employer HR department to use Dialog Health two-way text solution to eliminate onset disruption and costly benefit admin buildout for voluntary benefits enrollment. The text messages also kept voluntary plans non-ERISA. The process dramatically reduced acquisition costs and generated $100 of annual revenue per employee.

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"Dialog Health provided the perfect delivery method for our mobile compatible enrollment website, resulting in the elimination of costly onsite enrollments, worksite disruption and with a much higher participation rate than hosting voluntary benefits on benefit admin systems."

Tom Smith, Founder of VBA

The Summary

As a result of using Dialog Health's two-way texting solution the Employer drastically increased engagement with their voluntary benefits enrollment campaign.

→ ### Increased Engagement
The text included a direct link to a third-party enrollment system that was clicked on over 60% of the time.

→ ### Better Compliance
For the Life/Long Term Care campaign, 57% of employees logged in and accepted or declined coverage (1,786 responses to the 3,139 texts sent).

→ ### Reduced Staff Workload
In the Accident/CI/Identity Theft campaign, 9,399 SMS texts were sent with over 78% of employees logging into the enrollment website.

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The Problem

An employer with more than 3,000 employees realized that hosting voluntary benefits on their benefit admin system was not only costly but was resulting in very low participation and potentially triggered ERISA plan requirements. Enrollment deadlines were often missed as employees did not respond to reminder emails in a timely manner or did not engage with marketing collateral that was distributed. Also, employers found onsite enrollment visits caused worksite disruption with limited engagement.

The Solution

The insurance broker recommended the employer use Dialog Health's two-way mobile messaging platform for enrollment-related communication. The employer deployed Dialog Health's two-way texting solution letting employees know that Annual Enrollment had begun and that they MUST accept or decline voluntary benefits by a certain date. Given that over 90% of mobile phones have access to the internet, the text messages included a direct link to a third-party voluntary benefits website and the access code for the employee. This allowed the employees to log on and enroll directly from their mobile devices.

The texts focused on two distinct campaigns: Accident/CI/Identity Theft and Life/Long Term Care. If an employee had not completed enrollment by a set date, they were sent a second text reminding them that enrollment was not completed and again giving them a link to the benefits website in the text. Importantly, the website was set up as a bit.ly link so that the company could track the number of clicks on the link sent via the text messages.

The Conclusion

The Dialog Health two-way mobile messaging platform has proven to be a highly effective and very cost-efficient way to inform and engage employees of voluntary benefits, keep plans non-ERISA and directly link them to a third-party voluntary benefits website where they can accept or decline coverage.

The Results

9,171
RESPONSES

12,538
TEXTS SENT OVERALL

78%
OF EMPLOYEES LOGGED INTO THE ENROLLMENT WEBSITE

Dialog Health's HIPAA-compliant, conversational two-way texting solutions are cloud-based, easy-to-use, and proven to improve patient engagement while increasing staff productivity.

Powerful mobile solutions. Better engagement for today's world.

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