

# Benefits Resource Group

## Case Study: Worksite Marketing



Worksite Marketing

### Background

- 200 life manufacturing company with core benefits program including healthcare, dental, and life.

### Issues

- Employer felt the benefits program was small and not competitive with other manufacturing companies in the area.
- Employer did not want to spend anymore money.

### Solution

- Added three voluntary products.
  - Accident with Short Term Disability rider
  - Critical illness
  - Universal Life with Long Term Care rider
- Communicated through group and individual worksite meetings.

### Results

- 90 employees signed up for voluntary benefits.
- No hard cost to client.
- Better employee morale due to improved benefits perception.
- Re-directs "Employer must pay for all benefits" philosophy.
- More competitive benefits program.