



Partnering for your enrollment success

The 3E's: Engagement, Education, and Election

At Guardian, we work with you to develop an active enrollment strategy to help employees get the most value from their benefits. Our approach to a successful enrollment focuses on three principles: Engagement, Education, and Election.

The 3E's: Guardian's approach to a successful enrollment



Engagement



Education



Election

Engagement: We provide holistic, thoughtfully designed campaigns that inform employees about the benefits available and help them to feel empowered to select the most appropriate plans. Our communications include:

- Simple, conversational language
- Omni-channel content delivery
- Digital and direct mail options

Education: We offer in person, web-based, and 1:1 engagement options that offer personalized and focused enrollment support when needed.

- **Nayya & Jellyvision**¹ – Online enrollment tutorials that provide employees with personalized benefits recommendations, including medical, based on their attributes and lifestyle
- **VoluntaryWorks**^{TM 2} – 1:1 enrollment facilitated by licensed benefit counselors offering multi-carrier and medical plan guidance for groups with 25-500 employees
- **Preferred Partner Program** – National and regional partner enrollment firms who provide high-quality enrollment events and can include on-going service and support

Election: We have established integrations with more than 300 providers. Tap into our deep operational and API integration with top ben admin and technology providers for a streamlined HR and enrollment experience.

Digital enrollment solution: Guardian Enrollment Solution powered by Flock.

An online enrollment solution for employers with 50-3,000 employees who want a single online source to enroll in all of their benefits. This complimentary service provides:

- Multi-carrier enrollment, including medical
- Multi-channel enrollment through desktop or mobile phone
- 1:1, in-person, or virtual online enrollment through VoluntaryWorks
- Integrated digital decision support with Nayya Choose
- Available in Spanish
- Real time API integrations and fast implementation³

Engaged and educated employees feel more confident making benefit elections. Allow Guardian to help elevate your enrollment options and increase employee and client satisfaction.

The Guardian Life Insurance Company of America

guardianlife.com

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