

CASE STUDY

Overcoming obstacles when changing carriers

An Arizona-based school district turned to Trustmark to address enrollment and communication challenges while changing carriers.

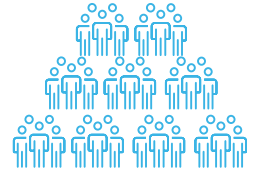
Client Overview



SCHOOL DISTRICT



LOCATED IN ARIZONA



MORE THAN 1,100 ELIGIBLE EMPLOYEES IN OVER 16 LOCATIONS

Challenges

- Respond to employee **feedback** by improving benefits communication
- Transition to a new **system**, working with a new broker
- Offer new **core and voluntary benefits** in an overhaul of the existing program

Solutions & Key Results

Seamless benefit administration

A third-party reconstructed the client's benefits administration system for a seamless transition from their previous carrier into the new system at **no extra cost**.

One-on-one enrollment

Employees were educated through consultative one-on-one enrollments, where they learned how Trustmark's voluntary benefits went hand-in-hand with their new medical benefit options.



96% enrollment participation



1,056 one-on-one enrollment interviews



1,100 voluntary applications written

Want to build better strategies to meet your clients needs? Start a conversation with a member of the Trustmark sales team to discover what's possible!



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