

Case study

Magellan Health Virtual Benefits Fair



INDUSTRY Healthcare

COMMUNIQUE SOLUTION Virtual Benefits Fair Platform

SUMMARY Seeking a more effective and lower-cost way to educate geographically-dispersed employees about benefits options, Magellan Health worked with Communiq   to create a virtual benefits fair environment that provides easy access for employees and their spouses to learn about their benefits options and how to use them.

CHALLENGE

Communicating benefits options to geographically-dispersed employees

Magellan Health is a leader in managing the fastest-growing, most complex areas of health, including special populations, complete pharmacy benefits and other specialty areas of healthcare. Magellan's customers include health plans and other managed care organizations, employers, labor unions, various military and governmental agencies and third-party administrators. Magellan is a Fortune 500 company with over 10,000 employees.

Reaching Magellan employees through traditional methods, such as onsite benefits fairs, was a growing challenge. This was due to a growing employee population that was increasingly geographically dispersed making it arduous to reach employees in person.

Magellan's HR team turned to Communiq   Conferencing for a solution that could address these issues.

SOLUTION

Virtual Benefits Fair Platform

Magellan's HR Benefits team worked with Communiq  's project team to design an online environment that reflects Magellan's brand and provides easy access for its employees to engage with benefits providers. The virtual benefits fair platform also includes key documentation as well as links to documents, videos, websites and enrollment guides.

Magellan's virtual benefits fair was accessible to employees, and their spouses, to join online over three live days. The ability to connect with live benefits representatives is instrumental when it comes to clarifying confusing nomenclature, introducing new plan options or making modifications to existing benefits. After the live sessions, the environment was available on-demand for 30 days so that employees could continue to access their benefit plan information.

The virtual environment includes a welcome lobby where employees and spouses enter an exhibit hall with provider booths, and a resource center with links to open enrollment guides, FAQs and a survey.

"Communiq  's virtual benefits fair platform is an easy-to-use environment in which all of our employees and their spouses are able to participate and engage in discussions with benefits providers and HR leaders." - Mary Hawryszko – Benefits Manager

RESULTS

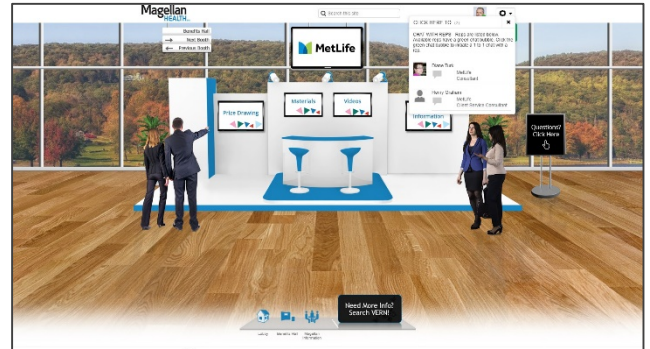
Taking ownership of their choices – all from the comfort of their home or office

“Communiqué’s project team was incredibly helpful with setting up the environment from registration, room/space design, signs, navigation, and content creation. After the first year, once the environment is built, hosting subsequent virtual benefits fairs is just a matter of updating the content.” - Mary Hawryszko – Benefits Manager.

Feedback from Magellan staff indicates an overwhelmingly positive response to the virtual benefits fair program. Targeted participant surveys generated through the virtual benefits fair environment help Magellan ensure that its virtual benefits fair structure and content remain relevant and current going forward.

Magellan also received rave reviews from their benefits partners. They can staff the booths to chat with and engage with employees from their desk. They save costs on printing and travel expenses that they would normally incur attending onsite benefits fairs at multiple locations.

As a result of the success of the virtual benefits fair, Magellan HR recently decided to use the virtual conference platform as a central employee new hire onboarding portal throughout the year.



2,433

Attendees

19,586

Content Views

14,173

Booth Entries

2:10:56

Average Duration