



Helping people live happier, healthier lives by  
maximizing the benefits of their benefits

# 5 Features That Drive Higher Benefits Awareness & Appreciation for Virtual Employees

# Today's Speaker



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# #5 Personalized educational videos and content at the point of sale

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## #4 Optimized marketing content for each benefit product





### #3 Decision-support tools that help employees choose the right plans & coverage

# Decision Support Features Included

Which plan is right for me?

## EDUCATIONAL TOOLS

PlanSource helps consumers understand the benefits that are offered to them with personalized educational content.



What is an HDHP?

## PLAN RECOMMENDATIONS

PlanSource helps consumers make the right choices with personalized plan, coverage and contribution amount recommendations.



Which plan is right for me?



## #2 Automated email & text communications before, during & after OE



A hand holding a smartphone is shown in the background, overlaid with a semi-transparent blue filter. A large, light blue number '1' is positioned on the right side of the slide.

# #1 A modern, mobile-friendly shopping experience



## Q & A

Thank You!

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