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Case study: Pushing the envelope on technology to fuel results



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Teeing things up

- How do you achieve exceptional results?
 - Look at how we got here
 - Strategy that cuts across all employer-types and industries
 - Value of Selerix with a long-term care offering
 - Finding the right life/long-term care opportunities
- Take these tools, use them, accelerate!



Today's conversation

- Historical perspective on long-term care
- Adapting an executive benefits model to fit a broader audience
- Client overview and winning the case
- How to lay the groundwork for a successful enrollment
- Building for ongoing success

Adapting to a changing market

- Changing group benefits market
- Growing long-term care need and growing consumer interest
- Factored these into a new approach to executive benefits



Client overview

- Headquartered in Midwest
- Diversified energy manufacturer and logistics company
- Nation-wide, dispersed employee group
- 12,000+ eligible employees



Setting the stage

- Long-standing dialogue with the employer
- Key executive level relationship
- Previously exposed to proprietary education process
 - Call center, websites, custom communication materials, webinars
- Client aware of legislation and this helped drive the need
 - National employer with employees in states considering legislation
 - Helped prepare HR to discuss the need with leadership



Staying the course

- Employer approval more than a year prior to implementing
- Delayed by an acquisition
 - Case first quoted in March 2022
 - Didn't enroll until August 2023
- Trustmark product design helped win the case – Universal LifeEvents®
 - Product affordability
 - LTC + Restoration + Extension
 - Cash value
 - Additional pre-retirement death benefits



Laying the groundwork for successful enrollment

What drove enrollment success?

- Client embraced best practices
 - Dedicated off-cycle enrollment with a 10/1 effective date
 - Whitelisted emails
 - Supported marketing campaign with follow up communications from HR
 - All education in proprietary system
 - Full control for drafting and sending out communications
 - Dedicated implementation team
 - Ongoing calls with a detailed agenda
 - Webinars



Setting up the enrollment process for success

- Implementation calls with agenda two months in advance
- Completed all security assessments and NDA requirements
- Drafted all custom communication materials
- Customized the enrollment portal
- Tailored benefits choices based on average income and employer demographics
- Disseminated pre-enrollment communication pieces
- 4-week open enrollment with one email communication per week
- Additional clean-up period
- Work pending underwriting for 60 days

Building for ongoing success

What's next?

- Ongoing enrollment strategy discussed during initial sale
 - Follow established best practices
 - Continue on the proprietary system vs. migrating to the employer HCM or benefit administration platform
 - Lead with annual enrollment
 - Continue off-cycle enrollment with similar communication campaigns and webinars



Case results

- \$1.68 million in premium
- \$490,723 in spouse premium
- \$1,724 average premium per policy
- 974 policies
- 8% participation
- 1,907 employees accessed the enrollment system



Key takeaways

- Don't give up on the right opportunities
- You need an employer's buy-in to deliver the right results - get that on the front end
- That buy-in opens the door to the technology and communication you need
- Be in it for the long-haul

Thank you!

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How'd
we do?

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