

Comprehensive offering results in partnership win

Client profile

Industry: Avamere Health Services, LLC.

Industry: Skilled nursing

Employees: 3,000+ eligible employees

Products Offered: Voluntary LTD, Voluntary STD, Voluntary Life (Spouse and Child), Voluntary AD&D (Spouse and Child), Critical Illness, Accident, Hospital Indemnity



Challenges

Avamere faced significant operational and administrative challenges with their previous carrier partner. Key issues included:

- Manual billing and termination processes that frequently resulted in errors and created confusion for both the employer and employees.
- Limited integration with Explain My Benefits, a PlanSource reseller, which contributed to inefficiencies and miscommunication.
- An outdated and unintuitive employee portal, which was difficult to navigate and not widely utilized as a resource.
- Insufficient carrier accountability, leading to recurring errors, frustration, and a diminished client experience.

Sun Life Strategy

The client's prior benefits administration experience was hindered by insufficient technology integration, complex billing requirements, and service inefficiencies. Recognizing these pain points, Sun Life collaborated closely with both the client and broker to design a comprehensive, tailored solution. The strategy emphasized leveraging advanced technology and enhancing service delivery through:

- Evidence of insurability API integration with PlanSource to streamline enrollment processes.
- Employee enrollment support and a modernized portal to simplify access and improve user adoption.
- A dedicated service team to provide proactive, accountable support and ensure timely issue resolution.
- Flexible billing solution designed to accommodate unique client needs and reduce administrative burden.

Results

Partnering with Sun Life allowed the Client to offer a user-friendly employee portal, comprehensive benefit plan at a competitive price and eliminate points of failure previously experienced. The result is an improved end-to-end experience for both employees and the benefits administration team.

Learn more about our [enrollment strategies](#), explore our [paid leave hub](#) or contact your Sun Life representative.

