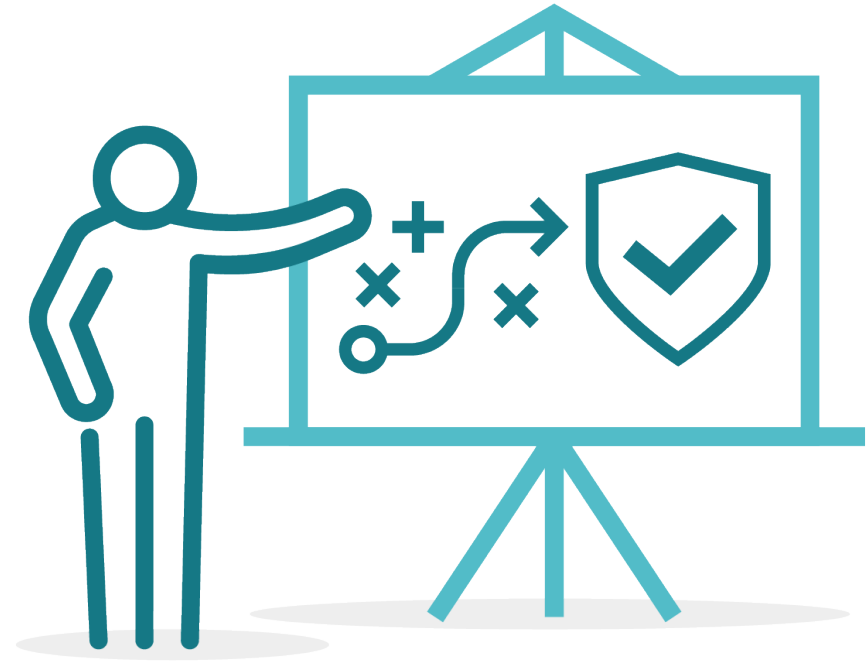


New IASBO Partner Spotlight: Beyond Benefits with American Fidelity

Kaitlin Economon, Caleb Wilson, & Whitney Dyson

Is your organization dedicating enough resources to creating and executing a benefits education strategy?



Maintaining the Status Quo

*“We’ve done this for years
and it works just fine.”*

Things to consider:

- Changing Benefits Landscape
- Different Employee Demographics

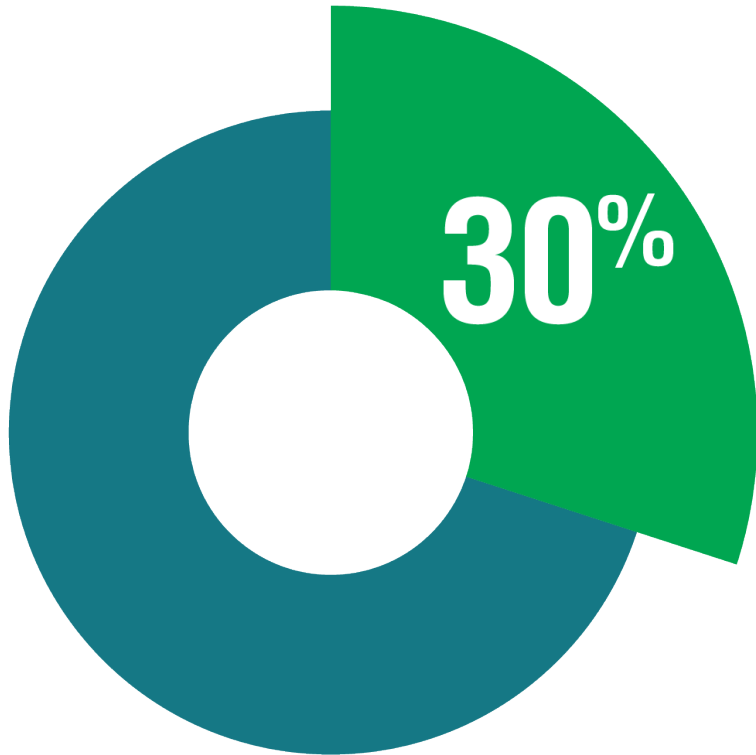


What is occupying your attention?

- Safety and well-being of your employees
- Retaining seasoned employees
- Worries of employees not returning
- Hiring & recruiting new employees
- Lack of substitutes



Did you know?



Benefit costs account for over 30% of employee compensation.

LIMRA Workplace Benefits Resource Guide: A Holistic Overview of the Changing Benefits Landscape, February 26, 2019, p5; Accessed July 10, 2020

You need a benefits education strategy

- Without a true strategy, your employees may feel uninformed and unprepared to make decisions during their enrollment.
- This leads to **missed tax savings, gaps in coverage, and financial risks.**

Why Offer Employee Benefits



Recruiting and
Retention



Employee
Satisfaction



Healthier
Workforce

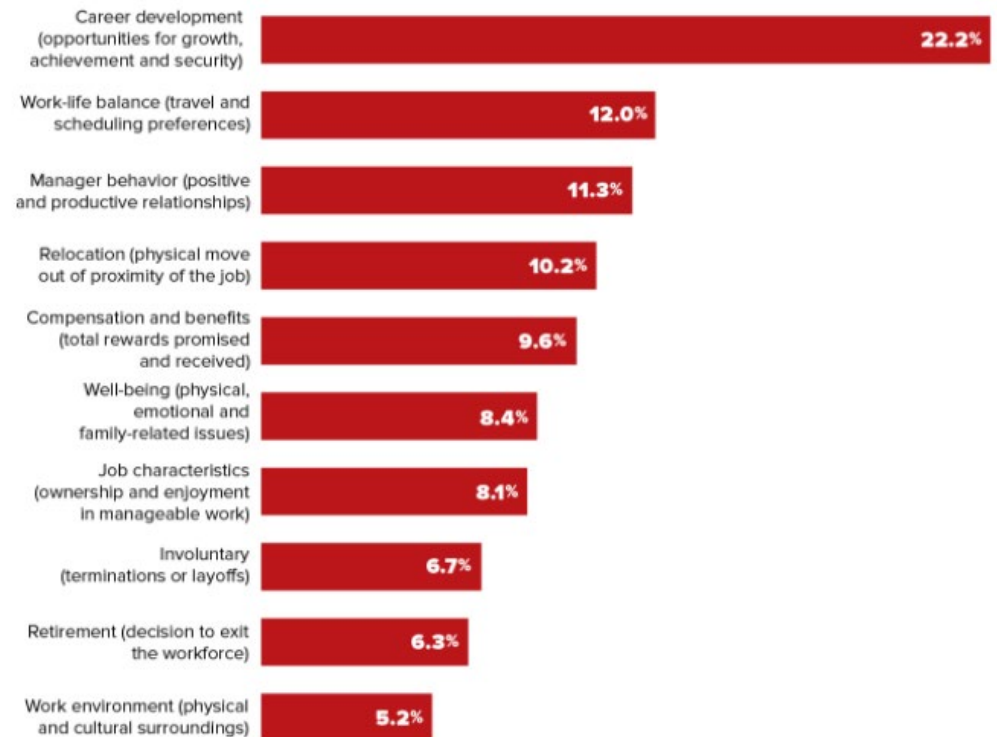
Recruiting and Retention

- Compensation and benefits rank high on the list of why people quit their jobs.
- Offering quality benefits and communicating those benefits is one way to increase your appeal and minimize turnover rate.

<https://www.shrm.org/hr-today/news/all-things-work/pages/to-have-and-to-hold.aspx>,
February 23, 2020; Accessed August 12, 2020

Why People Quit

The leading reasons why employees left their jobs in 2018.



Employee Satisfaction



60% of employees rated benefits as a very important contributor to job satisfaction.

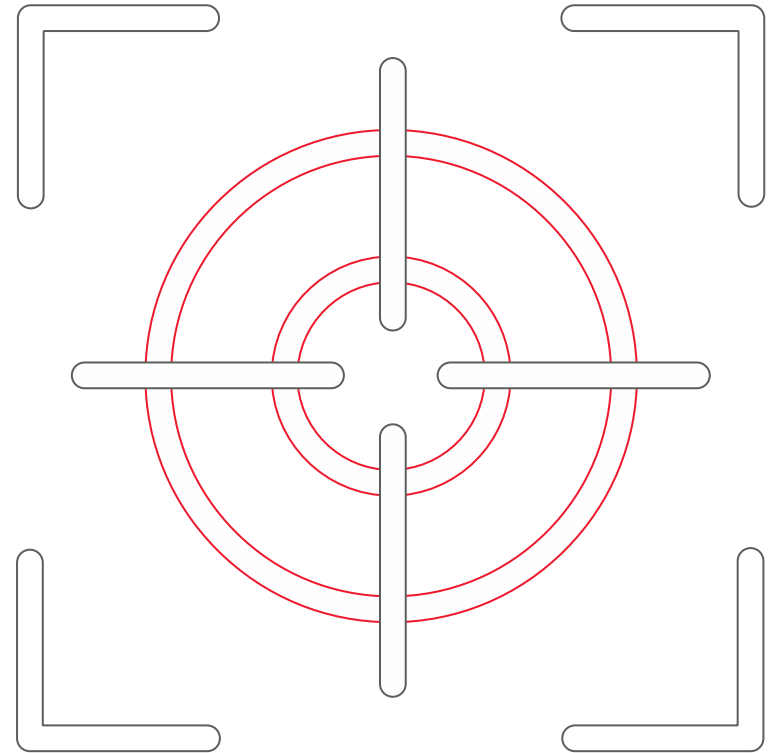
SHRM: Better Pay and Benefits Loom Large in Job Satisfaction; Accessed 5/15/2020 from shrm.com.

Benefits Challenges

In the current environment

Top Benefits Challenges

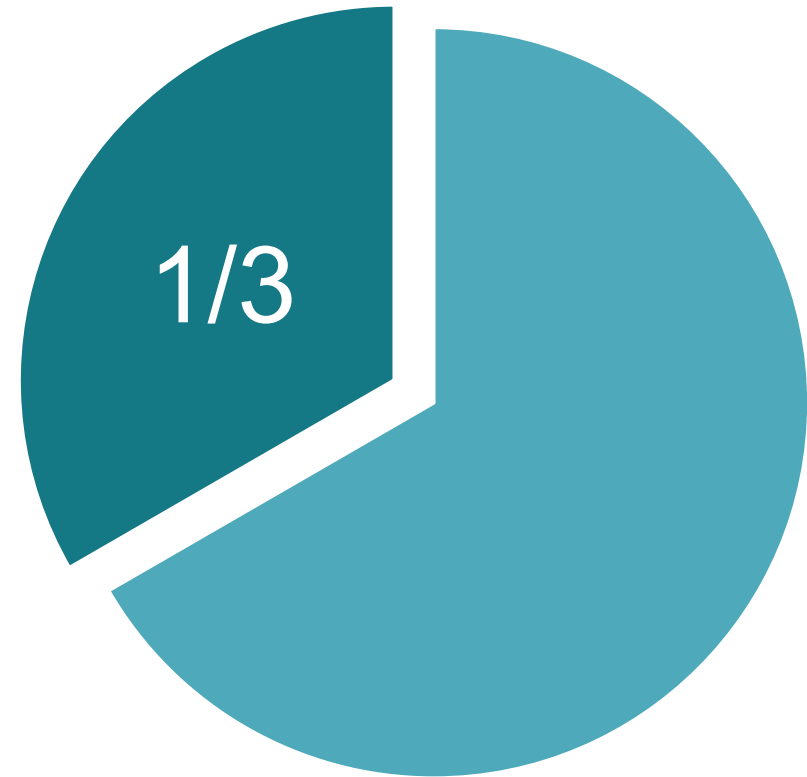
- Employee benefits participation
- Benefits compliance
- Multiple vendors
- Paying high fees for benefit services
- Passive Enrollments



Benefits Communication

Only a third of employees understand their benefits very well.

According to a recent survey of 1,500 full-time U.S. employees.



Reasons for Confusion

- Mass marketing materials with no context
- Commissioned enrollers
- Benefits Fairs
- Passive Enrollment

Shortcuts in communicating and enrolling benefits will result in poor participation and reduced employee satisfaction.



<https://absofva.com/voluntary-benefits-have-become-essential/>, July 17, 2019; Accessed 7/12/2020

Benefits of an Active Enrollment

- Update Section 125 election forms
- Ensure ACA compliance
- Clean up dependents
- Provide employees with benefits overview
- Update beneficiaries
- Distribute summary of benefits coverage (ACA rule)



How American Fidelity Can Help

Focused on Schools

- 3,600+ school districts service
- ASBO International strategic partner
- 140+ education association relationship
- Illinois ASBO Affinity Program Partner





Employee
Benefits



Communication
and Education



Enrollment and
Administration



HR
Assistance



Tax
Savings



Compliance

Guided Enrollment Process

Over 30,000 Employees Say...

92% 

Satisfaction With Account Manager

92% of individuals report being Very Satisfied or Satisfied with the guided support from an account manager during in-person or virtual enrollments.¹

84% 

Seek Individual Support

84% of employees said they want individual support when completing their benefits enrollment.²

 12%

Self-Education Isn't Preferred

Only about 12% said they prefer self-education on benefits and enrolling on their own.⁵

^{1, 3, 4} American Fidelity internal post-enrollment survey data accessed July 2020, data from January to June 2020.

^{2, 5} American Fidelity internal post-enrollment survey data accessed July 2020, data from July 2019 to June 2020.

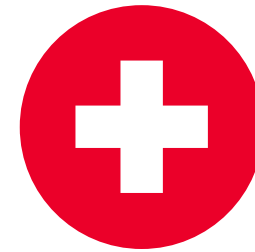
Educating Around Medical

Supplemental Benefits



Medical Insurance

Reimbursement Accounts



Medical Insurance

Customized Communication Strategy

Customized Communication Strategy

- Custom Benefit Website
- Custom Benefit Videos
- Calculators
- Appointment Scheduler
- Email Campaigns with Analytics



Custom Benefits Education Videos

MEDICAL BENEFITS[‡]

PROVIDED BY: Blue Cross & Blue Shield of Illinois



- Primary care physician not required
- No need for a referral inside or outside work
- Better coverage in-network

Calculators to help you plan for the future



Medical Costs

Estimate the medical expenses you may pay out of your own pocket (what's not covered by insurance) during the year, from bandages to contacts and glasses.

[Get Started](#)



Retirement

See what you need to save to have the type of retirement you want.

[Get Started](#)

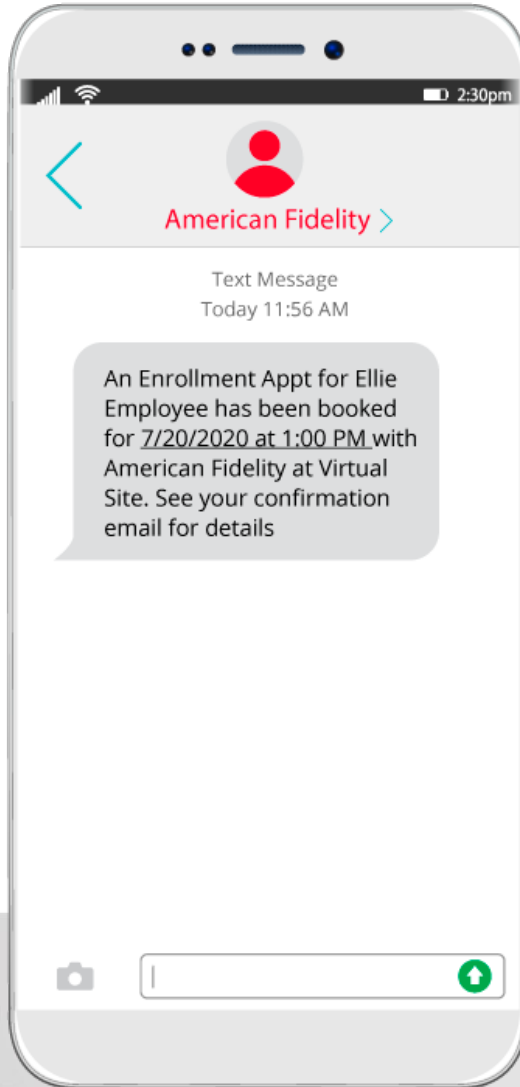


Tax Savings

Learn how you can save on your taxes when you put part of your paycheck into a reimbursement account like an FSA.

[Get Started](#)

Pre-Enrollment Communication Methods



Each employee is **unique and learns differently**. To meet those needs, we are prepared to reach your employees in a variety of ways that may be comfortable to them.

We **work with you** to determine the best type of communication and when you want this communication sent out to your employees.

Safe In-Person Guided Enrollments

In-Person Guided Enrollments

Even with social distancing, we've continued to meet safely onsite at hundreds of organizations. Employees want guidance with benefits choices, and in-person enrollments provide the support needed to make the best financial decisions.



92%

of individuals report being Very Satisfied or Satisfied with one-on-one enrollments with an account manager. ²

⁴ American Fidelity internal post-enrollment survey data accessed July 2020, data from January to June 2020.

Secure Virtual Guided Enrollments



Virtual Guided Enrollments

While our traditional benefits enrollment technique is proven, meeting in person isn't always possible when social distancing. But in the middle of a national health crisis, it's critical that employees still get individualized attention when it comes to protecting their family.

Our model provides the individual support that many self-enrollments may lack, and is offered at no cost to your group.

1400+

groups have enrolled virtually since the pandemic began. ³

Administrative Services

- Section 125 Administration
- Flexible Spending Accounts
- Health Savings Accounts
- Health Reimbursement Arrangements
- Pre-Tax Transportation Benefits
- Non-Discrimination Testing
- Dependent Verification Review
- ACA Tracking & Reporting
- Payroll Upload File
- 403b & 457 Plan Administration

Section 125 Setting Up Your S125 Plan

**Provide
Sample
Document**

**Ensure Rules
and
Requirements
are Established
and
Documented**

**Collect Signed
Election Forms**

**Ongoing
Resources
Including an
Employer Blog**

Healthcare Flexible Spending Accounts

- Upfront Funding
- Risk Insurance
- Debit Card
- Mobile App
- Employee Education



Health Savings Accounts

- Stand-Alone Accounts Not Tied to a Medical Carrier
- Rolling Balance
- Individually Owned
- Pre-Tax Contributions
- Tax-Free Distributions
- Debit Card & Investment Options



Dependent Verification Reviews (DVR)

The Process



Decide which plans you're auditing.



Tell employees which documents to bring.



Complete review during annual enrollment.



Evaluate findings with your account manager.

Dependent Verification Reviews

- Prevent ineligible dependents from being covered
- Update Social Security Numbers
- Update important employee information
- Communicate to employees about benefit changes

This service can be completed during your annual enrollment, possibly saving you and your employees' time and money.



Total Compensation Statements

Total Compensation Statement



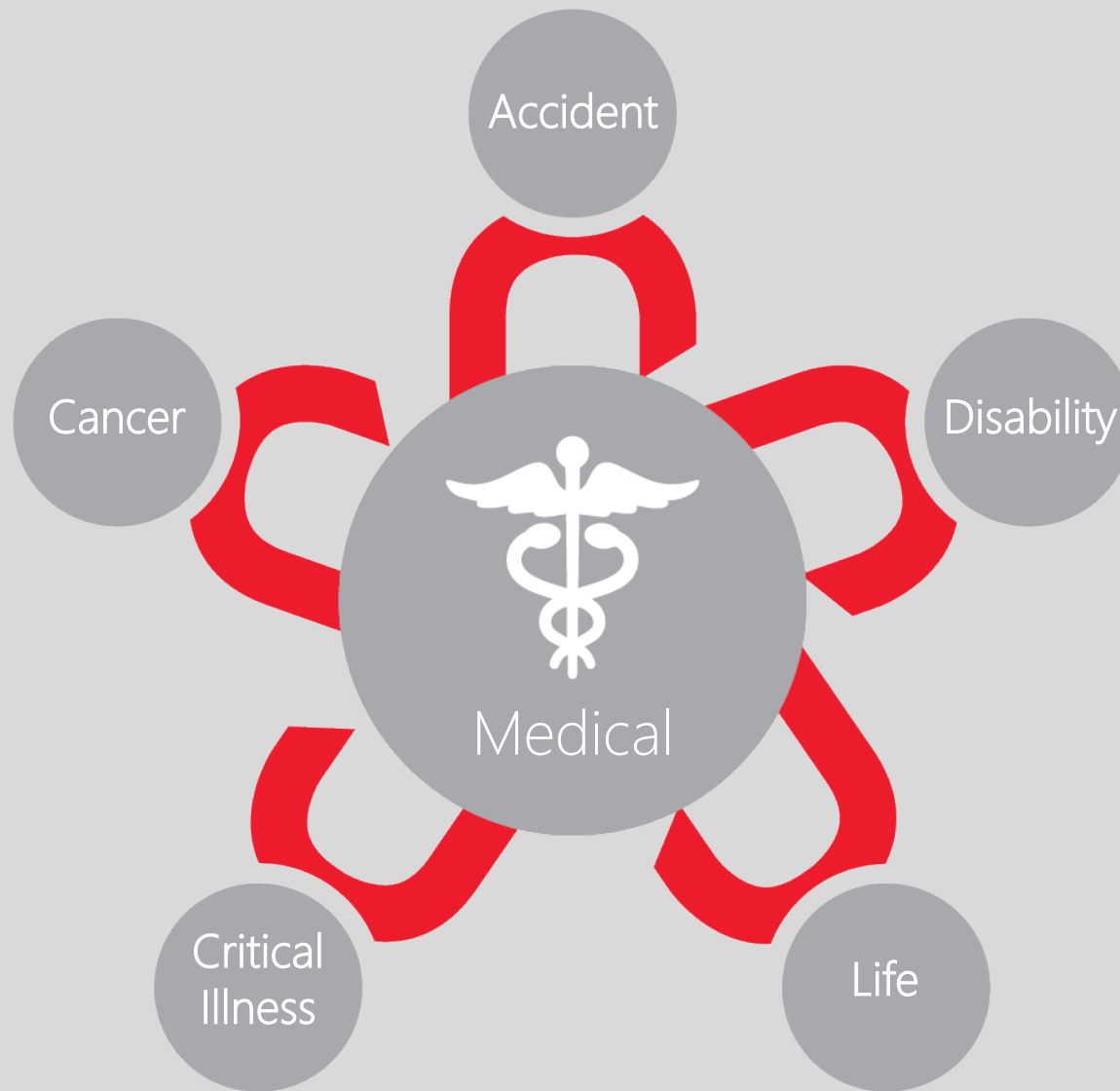
Joe Smith
12345 Sample Street
Edmond, OK 73013

ABC School District appreciates and values each employee. Along with your regular pay, we also provide contributions towards your benefits for you and your family. This Total Compensation Statement will illustrate your total compensation package including your salary and all benefit contributions from ABC School District.

EMPLOYER COMPENSATION CATEGORY	EMPLOYER CONTRIBUTION
Salary	
Base Pay	\$35,067
Benefits	
BlueCross BlueShield	\$4,150
Delta Dental	\$264
Vision Service Plan	\$255
Liberty Mutual Group Life	\$25
American Fidelity Short-Term Disability	\$32
American Fidelity Long Term Disability	\$66
American Fidelity HSA	\$1,000
American Fidelity Accident	\$32
Retirement	
Social Security	\$2,480
Medicare	\$580
INPRS (TRF/PERF)	\$250
Additional	
Annual Days	\$1,538
Vacation	\$923
Sick Leave	\$75
Your Total Compensation	\$46,737

**Please note the following information is based on a full year of employment; however, may be skewed if your employment has been less than one year, if you have been on leave in the last year, or if you have changed positions within the last year. Compensation does not include stipends.

Supplemental Benefits



Supplemental Benefits

- No minimum participation required
- Many plans portable with no rate increase
- Self and family coverage available
- Wellness benefits
- Designed specifically for school district employees



88% of employees view voluntary benefits as a part of a comprehensive benefits package!¹

¹ Entrepreneur: Employee Demand Makes Voluntary Benefits Mandatory for Employers; November 9, 2015.

Customized Coverage



Customized benefits for your group and your employees



Not a one-size fits all approach



Offer Voluntary Benefits, Section 125, FSA and HSA all under one roof

Hospital Indemnity Carrier

Cancer Carrier

Critical Illness Carrier

Short Term Disability Carrier

Long Term Disability Carrier

Accident Carrier

Term Life Carrier

Perm Life Carrier

Section 125 Administration

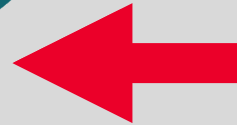
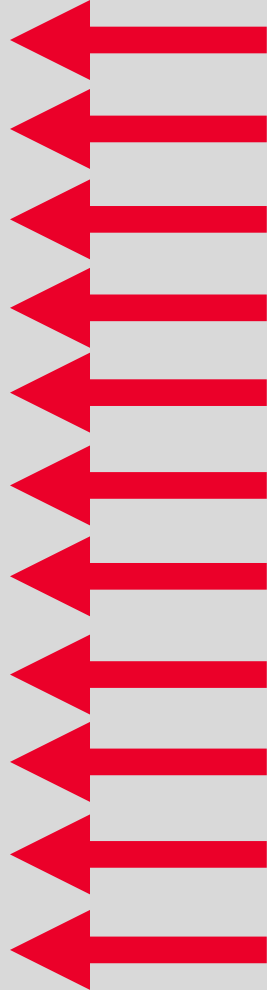
403B Administration

Flex Provider

Online Platform Provider

HSA Administrator

ACA Support



Ideal Enrollment Platform

- Accessible to employer and employees for mid-year changes and updates
- Built specifically for your district's benefit options
- Medical broker agnostic
- Enrollment feeds directly to the carrier
- Electronic uploads directly into payroll for easy updates at the conclusion of open enrollment
- No fee

Enrollment Technology: AFenroll® A Single Benefits System

- Central location to store your core and voluntary benefits information
- EDI file feeds including new hire and qualifying event changes sent directly to carriers
- Year-round functionality eliminates paper enrollment
- Available at no additional charge in exchange for offering voluntary benefits
- Administrative tools and reporting
- Employee beneficiary information
- Support after enrollment
 - AFmobile
 - AFQuickClaims
 - Claims Process

Support After the Enrollment



24/7 Access with AFmobile®

Manage your insurance benefits and reimbursement accounts all from the palm of your hand.

Get Started:

Register at americanfidelity.com/register or **download AFmobile** from the Apple App or Google Play Store and select the New User link.

\$ View account balances

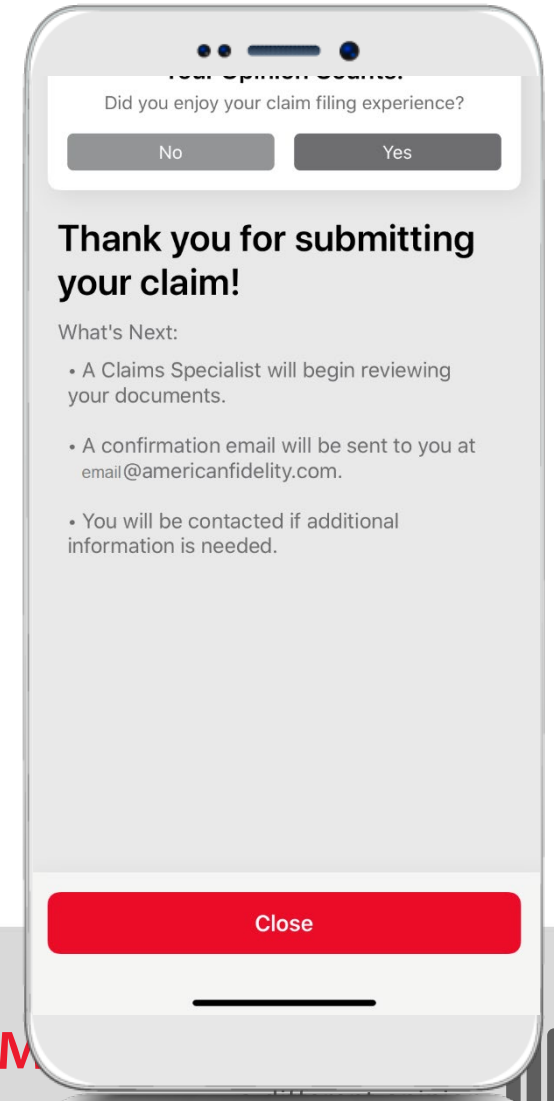
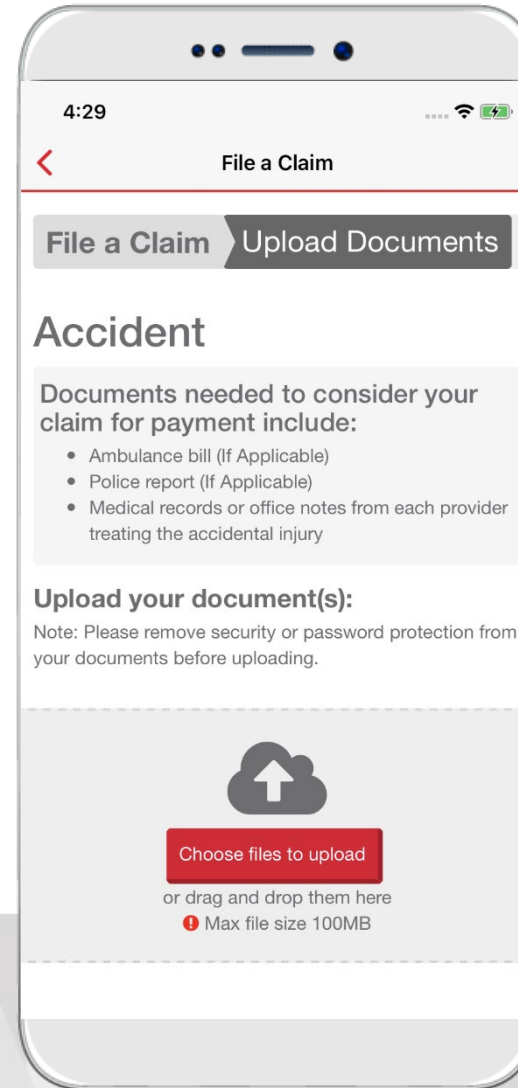
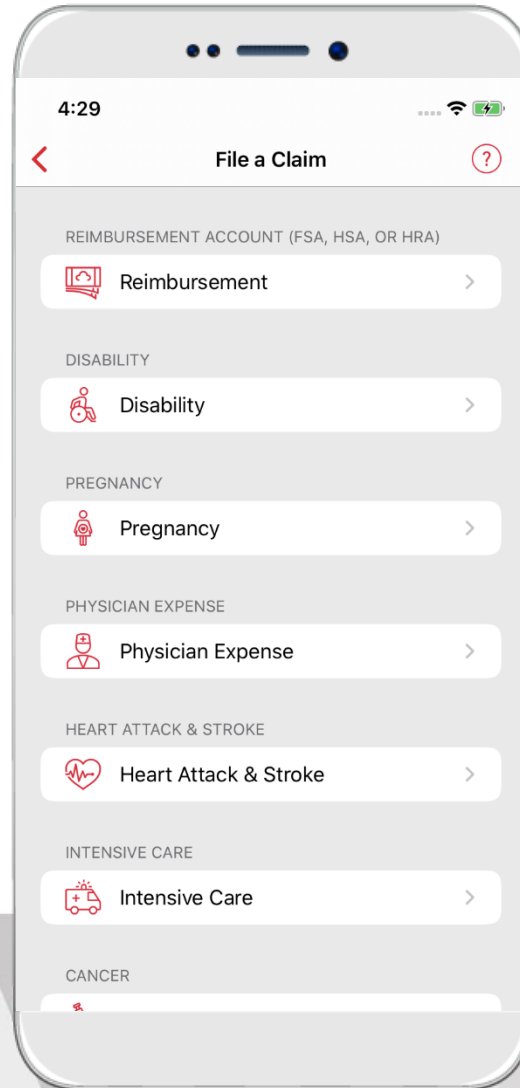
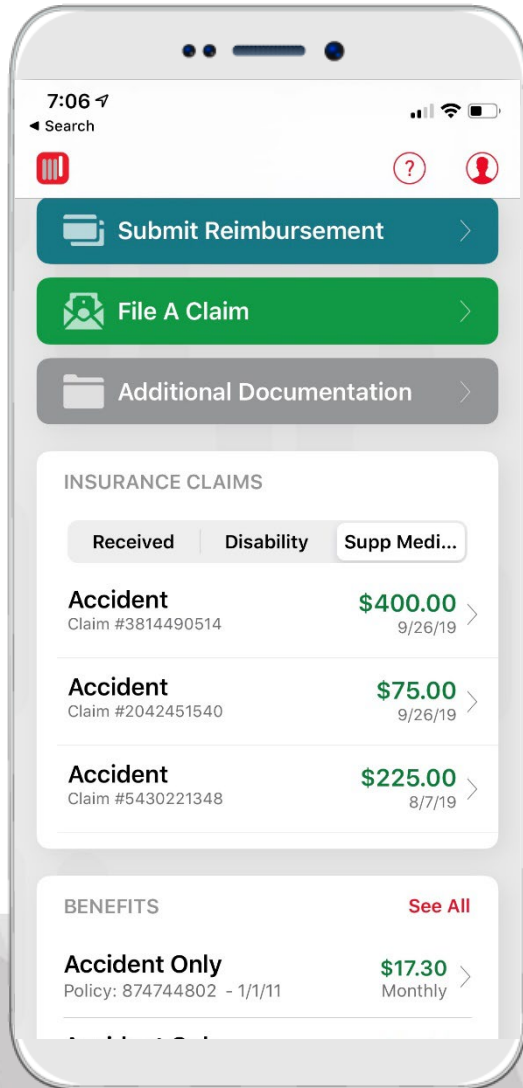
Manage claims and reimbursements

Submit documentation

Receive alerts

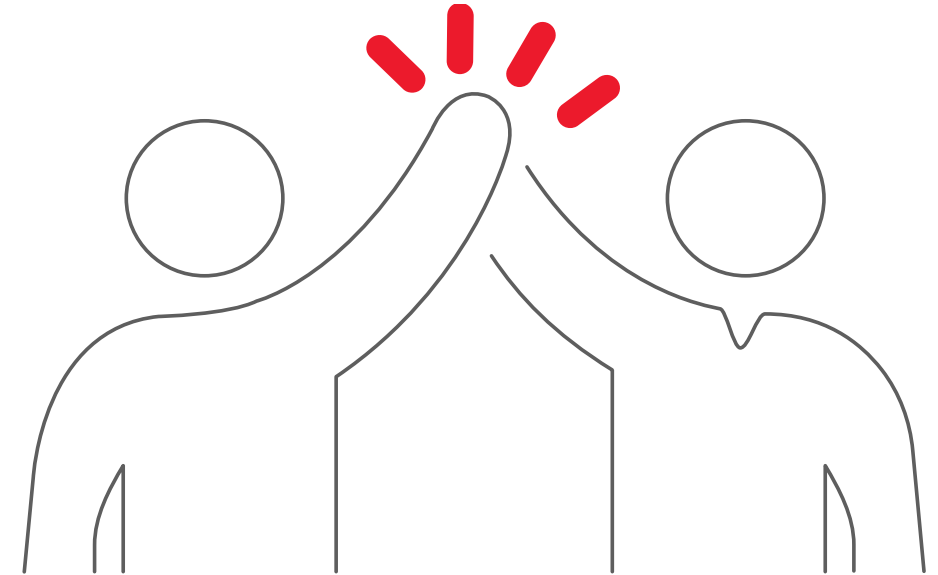
Maintain personal information

Claims Process



Differentiators That Help You Win

- Employee education and one-on-one benefit reviews
- Guided virtual or in-person enrollment options, completely paperless
- Comprehensive, customized benefits solution
- Complete web-based enrollment, communication, and administration platform, including EDI feeds
- Mobile app to manage all benefits, electronic claim filing, reimbursement account balance, and full policy information
- New hire enrollments year round



Thank you

Questions:

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Whitney Dyson – Whitney.Dyson@americanfidelity.com

Americanfidelity.com/Illinois