






## OE Success Attributed to Highly Supported, Positive Employee Experience



“Handling administrative questions and providing our employees with the resources they need is such a big help to us!”

Long-term customer **Lundbeck** made it a priority to ensure that their dispersed workforce was actively engaged during OE by providing a smooth, supportive employee experience. Success was measured by participation rates, minimal need for HR support, reliable technology and the ability to empower employees to be better health care consumers. Through a strategic partnership with Benefitfocus, Lundbeck used technology to provide ongoing education and seamlessly deliver file feeds. Employees were able to easily navigate the support tools, as well as leverage the Benefits Service Center as needed, leading to a pleasant enrollment experience.

### Lundbeck Achieved:

-  Over **90% of employees engaged** during OE
-  A **significant reduction in employee questions** by outsourcing to the Benefits Service Center
-  **Empowered employees to make confident benefit decisions** before OE deadline



# Q&A with the Benefits Team at Lundbeck

**Steve Kull, Senior Manager of Benefits for U.S. at Lundbeck  
and Carol Welch, Broker Consultant at GCG Financial, Inc.**

## How do you define OE Success?

“A big part of OE success is engagement! We do a lot of communications for OE and make them available on the platform. We have a high participation rate at Lundbeck, and our employees are engaged in what is changing in benefits every year. By planning and executing with Benefitfocus, we feel we’ve been successful in communicating and providing education materials proactively.”

“I would like to add that Lundbeck’s focus is also on the employee experience. They want the benefits process to be smooth and for their employees to feel supported.”

## How does Benefitfocus help you simplify benefits for your employees?

“The Benefitplace platform is very user-friendly which means we do not have to do a lot of assistance with our employees in navigating the tools. We have a good partnership with Bryce (BSC Manager) and his team in making sure employees understand our benefits and they can easily navigate the system.”

“I would say something that Benefitfocus does that makes a big difference is the weekly calls. Andrew (Customer Success Manager) is doing an amazing job leading the calls and getting resolutions. He pulls in the right people at the right time and demonstrates how much he cares about solving any issues”

## Customer Overview



Lundbeck is a global pharmaceutical company specialized in developing innovative treatments for brain diseases. For more than 70 years, millions of people have been treated with Lundbeck products and its development and distribution of pioneering therapies continues to make a difference to people worldwide. Most the company’s U.S.-based employees are sales representatives located across the country.

Industry

**Healthcare, Pharma & Biotech**

Number of Employees

**900+ in the U.S.**

Benefitfocus Customer Since

**2014**

