

## Transparency Fosters a Wellness- Oriented Culture

### Company Overview

Based in Chicago, Rush University Medical Center is a not-for-profit health care, education and research enterprise which comprises two hospitals, a health sciences university and a health care provider network. Rush's mission is to provide the best possible care for its patients. Educating tomorrow's health care professionals, researching new and advanced treatment options, transforming its facilities and investing in new technologies—all are undertaken with the drive to improve patient care, now and for the future. Rush employs more than 9,000 faculty and staff.

### Challenge

As a leader in the medical field, Rush University Medical Center is dedicated not only to the health and wellbeing of its patients, but also to the health and wellbeing of its employees. The organization's benefits program plays a vital role in that mission. But with a primarily paper-based enrollment and administration process, Rush's ability to foster a wellness-oriented culture was severely limited.

The main problem was a lack of visibility. "When we had paper enrollments, we had no real ability to see precisely what was going on with our plans," said Rush benefits manager Lori Rudnicki. "We couldn't readily know who selected what and when, and that made it very difficult to strategize for the future." The benefits team had very little capacity to strategize anyhow, with manual data entry consuming a significant portion of their time.

At the same time, employees lacked sufficient resources to help them understand their options and make smart decisions during enrollment as they couldn't see what benefits they had selected the previous year. If they wanted to know, they had to call or stop by the HR office, where an administrator would then have to dig through a file cabinet to pull up the records.



#### Industry

Health Care

#### Number of Employees

9,000+

#### Solutions

- Benefitplace™ with Health Insights and the Benefit Catalog
- Benefits Service Center

#### Results

- Convenient self-service for employees
- More effective wellness program promotion
- High level of transparency into health care costs

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“Benefitfocus is helping us all work smarter, not harder.”

#### Lori Rudnicki

Benefits Manager, Rush University

# Benefitfocus<sup>®</sup> Success Story

As a leading health care organization that uses the latest, most advanced medical technology to care for its patients, it only made sense for Rush to also use the latest, most advanced benefits technology to care for its employees.

## Solution

Rush selected Benefitfocus Benefitplace<sup>™</sup> to boost transparency and engagement in its benefits program and drive more informed decision-making. Rush workers now have instant, on-demand access to all their benefits information throughout the year. Comprehensive communication tools—including educational videos, targeted email and text messaging, and a mobile app—give employees a convenient, effective new way to learn about their benefits and how they can best use them. Through the platform, Rush has been able to give a voice to its wellness program and drive participation in initiatives aimed at making employees healthier and reducing claims expenditure.

Speaking of saving money, Rush is also taking advantage of Benefitplace<sup>™</sup> Health Insights to more easily monitor where the company's health care dollars are going, so the company can develop more effective benefits strategies for the future. Integrating data from medical claims, member eligibility and prescription claims into a simple dashboard view, Health Insights allows Rush administrators to monitor plan trends, evaluate plan performance and determine the effectiveness of its wellness initiatives.

Additionally, with individual claims data incorporated into the enrollment experience, Rush employees can now predict costs based on expected usage. Plan comparison tools help them arrive at a decision that makes the most sense for their health and financial situation.

“At the end of the day, your health and your family is what's important. Benefitfocus understands that they're passionate about it, and their technology is built for it.”

**Lori Rudnicki**

Benefits Manager, Rush University

Learn how Benefitplace can help your organization work smarter so your employees can be healthier, happier and more productive.

Contact: [sales@benefitfocus.com](mailto:sales@benefitfocus.com) today!