

# Benefitfocus® Success Story

## Organization Overview

With operations in six states, PotlatchDeltic is a leading timberland owner and manufacturer of lumber in the United States. Founded in 1903, the company's rugged lumberjacks and lumber mill workers from the early years have transitioned into modern day forestry and wood products professionals.

Today, PotlatchDeltic has over 1,000 employees and is committed to corporate responsibility. The company actively supports the wellbeing of its employees and the health of the timberlands it manages.

## Challenge

PotlatchDeltic prides itself on being a responsible employer that looks after its employees. Aiming to improve health outcomes and reduce expenditure for the company and its employees, PotlatchDeltic introduced an HDHP with an HSA option in 2018.

While it was important to the company that employees didn't feel forced or pressured into choosing the HDHP/HSA option, it felt that additional education was necessary to help the workforce understand how the new plan could help them—not just the company.

## Solution

The benefits team at PotlatchDeltic, led by Karyn Crosbie turned to its benefits technology partner Benefitfocus for support in achieving their goals. This included enhanced decision support and employee engagement tools through Benefitplace™.

"We wanted our employees to not just choose the HDHP and HSA plan, but to feel confident they are choosing the plan that's best for them and their families," Crosbie explains.

To help employees see the value of the HDHP option, Benefitfocus integrated claims data into the Cost Estimator. This allowed employees to review their claims history during the enrollment process and compare the financial impact of each of their health plan options.

"Our employees liked that they could use their actual claims data from medical and Rx plans," says Crosbie. "That helped them see how the new plan compared with their existing



### Industry

Forestry and Logging, Agriculture and Mining

### Solution

Benefitplace™

### Results

- Increased HDHP adoption by 100%
- Improved employee education
- Enhanced benefit programs

“We doubled our plan participation in just one year. Partnering with Benefitfocus and our carriers, we expect great things again this year and another successful open enrollment!”

### Karyn Crosbie

Benefits Manager,  
PotlatchDeltic



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plans over previous years. The tool also forecasts possible future costs for them so they can see which plan will be best going forward.”

In addition, the benefits team partnered with Benefitfocus Content Management Services to redesign its Benefitplace site with plan documents, flyers, videos and helpful links to provide employees with easy access to educational resources. Working with a Benefitfocus Benefit Advisor, the team was also able to seamlessly implement supplemental benefits like critical illness, accident and hospital indemnity coverage. These plans options along with lower premiums and increasing its employer HSA contribution enabled the company to help ease any unexpected out-of-pocket expenses an employee might incur by making the switch to an HDHP.

## Results

PotlatchDeltic doubled their HDHP participation to 40 percent during the 2020 Open Enrolment period, resulting in lower costs for the company and its employees.

“It’s our responsibility to look after our employees, and we spend a lot of time making sure our benefits plans make sense for them,” concludes Crosbie. “We’re committed to building financial security and stability in our workforce, and we knew the new plan would help achieve that.”

“We needed a way to explain the advantages of consumer-driven health accounts and promote peace of mind for employees adopting the new plan. The Benefitfocus solutions were exactly what we needed, and the results show it.”

**Karyn Crosbie**  
Benefits Manager,  
PotlatchDeltic

Learn how data-driven insights and communication tools from Benefitfocus can help you achieve significant savings.

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