

Benefitfocus® Success Story

30,000
new employees?
No problem!

Company Overview

Brookdale is the nation's largest senior living provider, with approximately 1,150 communities serving over 111,000 residents. Headquartered in Brentwood, Tennessee, the company employs over 82,000 associates and operates communities in 47 states. Brookdale associates enrich the lives of the residents they serve and help them live life to the fullest regardless of age or physical limitation. Each community is unique and special because of the residents who live there and the associates who serve those residents.

Challenge

Brookdale is a company that has grown through mergers and acquisitions, but nothing as large as the merger with Emeritus Senior Living in 2014. Brookdale welcomed 30,000 Emeritus associates, increasing its workforce by more than 60 percent! The merger seemed to happen quickly, and Brookdale needed to handle the influx of benefits data and communicate effectively with its new associates.

The challenge was threefold: (1) onboard the 30,000 associates and maintain the same high level of service current associates expected (2) assist associates to understand their benefit options and make the appropriate selection and (3) activate new associates' insurance.

The Brookdale benefits team, comprised of 10 associates, worked hard to keep up with current associates' benefits questions and with the additional wave of associates, it seemed like a daunting task. The company was seeking a solution that could help them keep anchored in the flood, ensuring streamlined enrollment as well as effective and engaging communication on all decks.



Industry

Health Care

Number of Employees

82,000+

Solutions

- Benefitfocus Benefitplace™
- Benefits Service Center

Results

- Enhanced accessibility and personalized benefits assistance
- 21,000 calls fielded by Benefits Service Center
- Streamlined benefits enrollment

“They’ve really put us at the heart of their organization, and we can see it in our associates every day.”

Adam Rolfs

Benefits Specialist



Benefitfocus® Success Story

Solution

Brookdale selected Benefitfocus Benefitplace™ to streamline benefits administration and enrollment while producing engaging communications year-round. Through a host of data exchange connections with major insurance carriers, benefits information can be passed securely, which has been especially helpful to Brookdale while transitioning new associates from their previous benefits packages to the company's plans. Brookdale also selected the Benefits Service Center to help field calls and ensure resources were available for associates to obtain on-demand and personalized assistance with their benefits needs.

With the massive merger, Brookdale's benefits administration team had two priorities for onboarding its new associates. They wanted to ensure easy and efficient transition to the company's benefits plans, and they wanted to engage the new associates to help them embrace the company's culture. With Benefitplace, both goals were achievable. Many of Brookdale's associates do not own a computer, but they can quickly access the platform from any mobile device. At sign on, they are greeted with a custom-branded home page reinforcing and strengthening Brookdale culture. From this familiar platform, associates can easily navigate through enrollment, with the option to watch videos and read articles along the way, explaining key details that help them choose the best plans for their situation. When they select their plans, data is transferred weekly to the appropriate carriers and file systems, streamlining the process for administrators..

Brookdale's benefits team gained access to a dedicated band of trained benefits specialists through the Benefits Service Center. During two open enrollment periods in 2015, the Benefits Service Center fielded a combined 21,000 calls from Brookdale associates.

“They're almost like an extension of our department. They really took the time to understand our culture.”

Adam Rolfs

Brookdale Benefits Specialist

Learn how you can achieve streamlined enrollment and improved employee engagement while reducing administrative tasks and conserving essential company resources.

Contact: sales@benefitfocus.com today!