

# Empowering Employees During Open Enrollment

Increasing plan participation and improving the employee experience with data-driven decision support.

## Meet Hilb Group

With more than 2,000 employees and offices in 22 states, Hilb Group is a rapidly growing insurance broker that is increasingly becoming an employer of choice within the industry. Founded in 2009, the company has over 30 industry specialties, with expertise in property and casualty, employee benefits, and retirement services. Equally important, Hilb Group is committed to enhancing the employee experience through a values-driven approach to collaboration and service.



## The Challenge

Hilb Group was in the process of moving towards an all-digital benefits experience when they decided to partner with us. As they modernized their internal benefits offerings, they sought a solution to provide additional guidance to their employees. Before leveraging Nayya, Hilb Group had not previously used any decision support tools or platform.

### That's where we came in.

Going into their first open enrollment with Nayya, Hilb Group's main goal was to increase overall plan and voluntary benefits participation while improving the employee experience. Since they were also offering additional lines of voluntary coverage for the first time, they wanted a way to communicate the value-add to their employees.

## The Solution

At Nayya, our mission is to bring people peace and confidence when it comes to their health and wellness. Nayya's holistic enrollment assessment learned about each user's unique needs through a series of approachable questions about their lifestyle, financial situation, and current healthcare usage. Traditionally, open enrollment without decision support can take upwards of an hour or more. However, with Nayya, Hilb Group's employees completed the enrollment process in an average of just 11 minutes.

We covered the breadth of benefits offered by Hilb Group, providing visibility into all available options. "Nayya offered increased functionality and represented more types of benefits than any other decision support tool that we looked at," shared Melissa Harvey, HR Benefits Specialist at Hilb Group.



# The Results

Employees followed Nayya's recommendations, resulting in higher participation rates across the organization. Nayya users were more likely to take advantage of HSA and FSA pre-tax savings accounts and enroll in ancillary benefits, including critical illness, pet, and hospital indemnity insurance.

“Historically, a lot of our employees didn’t understand ancillary benefits or consider enrolling in accident and critical illness insurance. **To have those included in the decision support was a big help,**” said Samantha Boughton, HR Analytics & Total Rewards Manager. Now, Hilb Group can continue to establish a best-in-class employee experience for the benefit of their team and everyone they serve.



Not only did employees have a better experience, Hilb Group **saved \$676 per employee** who utilized Nayya during their open enrollment.

85%

of employees who started Nayya **received a recommendation**

84%

of employees thought Nayya **made their benefits decisions very easy**

37%

increase in critical illness enrollment for Nayya users, compared to previous years

82%

of employees felt **more confident** in their benefits decision



During open enrollment, we usually get a lot of phone calls. Thanks to Nayya, we have had substantially fewer questions surrounding benefits enrollment coming our way, which has been both **a huge help and a relief for the HR team. Nayya has given our employees more confidence.**



**Samantha Boughton**  
HR Analytics & Total Rewards Manager



HIPAA and SOC 2 **compliant**

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