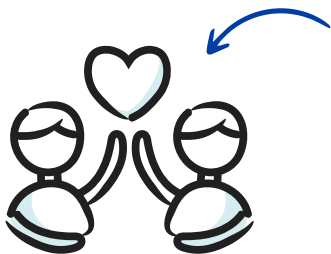


Improving Participation with a Personalized Benefits Experience

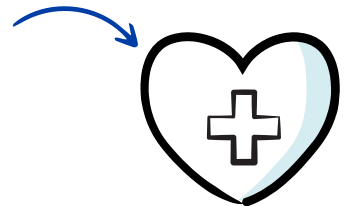
Pegasus Senior Living partners with Nayya to provide their employees with a best-in-class benefits experience resulting in a 40% increase in enrollment participation.

The Pegasus Senior Living Story



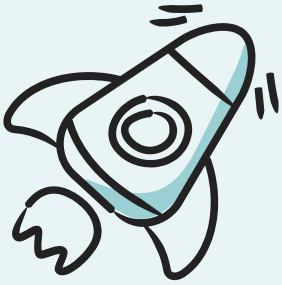
Founded in 2018, Pegasus Senior Living manages dozens of communities across the United States, each firmly rooted in its local geography, empowered to provide customized attention and committed to the individual well-being of their residents.

Pegasus Senior Living supports their communities by providing them with the tools and guidance they need in order to effectively and efficiently manage residents to best serve their physical, mental and spiritual health.



Based on their mission to their residents and employees, Pegasus Senior Living partnered with Nayya to enhance the employee benefits experience – making sure they had the best tools, guidance and support to help them choose and use their benefits throughout the year.

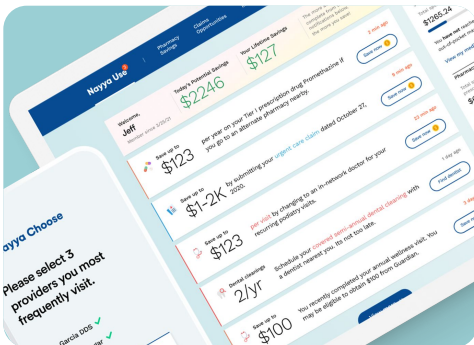
The Challenge



- * The HR team at Pegasus Senior Living faced an uphill battle when it came to providing individual benefits support to an employee population of over 2,500.
- * To make this even more challenging, their employees work on a 24/7 cycle across their managed communities, resulting in a high-volume of benefits related questions and administrative pressure.
- * The HR team wanted to make sure they could support their employees at all hours of the day to accommodate their schedules and at the same time, be able to do impactful work on behalf of their employees.

The Solution

Pegasus Senior Living sought to give their employees a benefits solution that provided them with the “connective tissue” needed to enable 24/7 benefits support and guidance at the individual level. Pegasus Senior Living purchased Nayya’s personalized decision support and benefits engagement platform to give their employees an online, interactive resource to better choose and use their benefits. Built on big data and AI, Nayya personalized the enrollment experience for each employee – generating benefits recommendations based on their medical history, unique attributes, lifestyle, financial profile and more.



Unlike other providers, Nayya was also able to support Pegasus Senior Living’s employees post-enrollment. After enrolling with the support of Nayya, their on-the-go employees receive proactive cost-savings opportunities to protect their financial wellness.

Pegasus gave employees Nayya to keep track and take advantage of their benefits, plans, associated costs, and future savings all in one, centralized place. In doing so, Nayya increased benefits enrollment and engagement, and will promote proper utilization throughout the year.

“



Nayya enabled us to **significantly improve** our benefits communication and employee support at the individual level. They were the connective tissue we needed to educate employees about their benefits at a large scale – all through their AI and platform – **significantly reducing the workload of our HR team.**

– **Katheryn Pigott**, Vice President of People and Culture

The Results:

How Nayya Enhanced the Employee Benefits Experience



Nayya helped Pegasus Senior Living reduce admin burden during enrollment and increased employee engagement and satisfaction. Not only did employees have a positive experience using Nayya, they let Pegasus Senior Living know that they felt more confident in their decisions.



Despite headcount increasing, Nayya's guidance **decreased per-employee medical costs** for Pegasus Senior Living.



41% increase in Critical Illness enrollment with Nayya.



Nayya significantly **decreased HR admin burden** during enrollment.



31% of employees enrolled in Accident insurance.



Nayya successfully helped the Pegasus Senior Living HR team communicate the value of an HDHP plan and spread awareness – **22%** of employees moved to an HDHP plan in the very first year of it being offered.

“



Open Enrollment went very smoothly with Nayya – in fact, without Nayya there would have been a significant drop in education, benefits engagement and enrollment. And **implementation was so fast**, it was a seamless experience from purchase to onboarding – really making our lives a lot easier.

– **Erin Salas**, P&C HR Coordinator at Pegasus Senior Living