



# TAILORED ENROLLMENT SOLUTIONS

*Because enrollment isn't  
one-size-fits-all*



[WashingtonNational.com](https://www.WashingtonNational.com)

# Help your employees protect what matters

Many Americans are unprepared for the financial impact of unexpected illness, injury or loss of life.



**That's why supplemental insurance is more important than ever for your employees,** and why we're committed to providing your business and employees a tailored enrollment experience.

We'll find the best way to provide voluntary benefits for your organization, and to help your employees choose the right products to meet their unique needs.

## **Our approach is as simple as 1...2...3**



### **1. EMPLOYEE EDUCATION**

Insurance can be confusing for employees, and most don't have time or know how to research information. Our virtual education helps employees gain a better understanding of their benefits.



### **2. KNOWLEDGEABLE, PERSONAL SERVICE**

Washington National has over 3,000 highly trained agents, who are experts at what they do. They are ready to meet one-on-one with your employees for personalized benefits enrollment.



### **3. IN-PERSON, NO CONTACT ENROLLMENT OR VIRTUAL ENROLLMENT**

Whether your employees are working from home, or on-site, we can safely and confidentially perform enrollment for your employees—no matter where they are.

# Why 1-on-1 benefits enrollment?

Because no two employees are the same



**While some of your employees may be starting families, others may be nearing retirement.** Still others are somewhere in between. Your employees all have unique familial and financial situations.

**What's great about voluntary benefits is they appeal to a multigenerational workforce.** Our agents use a one-on-one benefits approach to get to know your employees and help them choose products that meet their unique needs.

Just as each of your employees have unique strengths, so do our agents. We will choose the best agent for your business and employees, whether it's someone who's bi-lingual or has experience in your industry.



In addition, Washington National is able to enroll supplemental benefits only—or also support your total core benefits enrollment. When our agents can guide your employees through their core and supplemental benefits, your employees will have a more comprehensive understanding of the benefits you're providing them.



# Tailored options for connecting with employees

We're here for you and your employees (wherever that may be).



Whether your employees are working from home, or on-site, **Washington National agents can safely and confidentially meet** with them for one-on-one benefits enrollment. Multiple options help make enrollment convenient for you and your employees.



## IN-PERSON

We can visit your worksite and meet face-to-face with your employees to discuss the benefits you've chosen and how they can help protect your employees.



## TELEPHONE

Another option is to connect with our agents by phone. Our agents are here to help your employees understand their benefits *(because it isn't a benefit if your employees don't understand it!).*



## VIDEO CHAT

Our agents are set up to provide employees with benefits education using Zoom video chat. This is a great option for safely and personally talking "face-to-face" with our knowledgeable agents.

About **one-third of employees** either know nothing about or don't fully understand their health coverage.<sup>1</sup>

Speaking with someone **in-person** is the top preference for learning about voluntary benefits for groups with 10-499 employees.<sup>2</sup>

*If your employees aren't familiar with Zoom technology, Washington National is here to help with video and written instructions that we can share with your employees before meetings.*

» **Let us tailor a unique enrollment solution for your business!** «

Call us now at (877) 266-7326, or visit us online @ [WashingtonNational.com/business-owners](https://WashingtonNational.com/business-owners)

<sup>1</sup>HRDIVE, One-third of employees don't understand their health benefits, <https://www.hrdiver.com/news/one-third-of-employees-dont-understand-their-health-benefits/547224/>, February 6, 2019.

<sup>2</sup>Eastbridge Consulting Group, Exploring Employee Demographics: Key Attitudes and Behaviors towards Voluntary/Worksite Benefits, February 2020, p. 14.

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