



# LEVERAGING TECHNOLOGY TO CREATE A BETTER VOLUNTARY BENEFITS EXPERIENCE

Voluntary Advantage Webinar

April 16, 2024

The Prudential Insurance Company of America, Newark, NJ.

1079038-00001-00

# WHAT WE'LL COVER

- New enrollment capabilities and partnerships
- Simplified, integrated claims experience
- Evolving for tomorrow with product and experience enhancements





# ENROLLMENT & ENGAGEMENT



# AN APPROACH THAT HELPS DELIVER BETTER OUTCOMES

SCAN ME



Analyze the needs of employees

Align to communications preferences

Integrate into enrollment journey

Drive additional engagement touchpoints

Deliver enrollment recommendations for optimizing participation

Generate Awareness

Provide Education

Drive Engagement

- Introduce benefit coverages, contact information, and enrollment instructions.
- Optimize the customers enrollment platform

- Concise coverage details, FAQs, and plan value for all communication channels.
- Real World videos to inspire confidence.

- Enrollify for 1:1 appointments to help employees make confident benefit choices.
- Enrollment communications and quarterly benefit reminders provide additional education and awareness.

**[Benefits to help protect your financial health are right here!]**

[Enroll from Month XX – Month XX, XXXX.]

[Client Name] is offering [action] new benefits to help you financially plan for the unexpected. [Event] [Re-enroll] for [Life], [Accidental Death & Dismemberment (AD&D)], [Short Term] [and], [Long Term] [Disability], [and] [Savings], [and] [Critical Illness], [and] [Hospital Indemnity] insurance, issued by The Prudential Insurance Company of America (Prudential).

↓ Start here

Why you should consider these benefits.

[Life Insurance helps protect your family from unexpected financial challenges after you're gone. Life insurance proceeds are generally income-tax-free and are paid directly to your named beneficiary(s).]



**Important information regarding your insurance benefits**

### Benefits to help you pay expenses you didn't plan for or count on

The unexpected can be a costly thing. One of the best ways to protect your family's financial future is to make sure you have the right insurance in place. Prudential offers a variety of insurance products that can help you pay for expenses you didn't plan for or count on.

Have you considered the following?

- Medical Insurance:** Prudential offers a variety of medical insurance plans that can help you pay for medical expenses.
- Life Insurance:** Prudential offers a variety of life insurance plans that can help you pay for expenses you didn't plan for or count on.
- Accidental Death & Dismemberment (AD&D):** Prudential offers AD&D insurance that can help you pay for expenses you didn't plan for or count on.

Click Here Now to Review All Plans

### An unexpected accident can impact your financial health

Most people don't think about the possibility of an unexpected accident. But an accident can happen to anyone, at any time. Prudential offers a variety of insurance products that can help you pay for expenses you didn't plan for or count on.

**Medical Insurance:** Prudential offers a variety of medical insurance plans that can help you pay for medical expenses.

**Life Insurance:** Prudential offers a variety of life insurance plans that can help you pay for expenses you didn't plan for or count on.

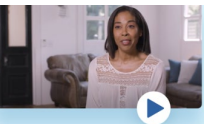
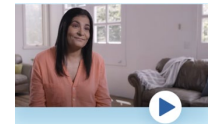
**Accidental Death & Dismemberment (AD&D):** Prudential offers AD&D insurance that can help you pay for expenses you didn't plan for or count on.

### Health Example: Accident Insurance Plan Summary

Enroll: Month XX, 20XX to Month XX, 20XX  
Coverage Effective: Month XX, 20XX

Accident Insurance issued by The Prudential Insurance Company of America (Prudential) provides financial protection in the event of an accidental death or disability. Prudential will pay a benefit equal to the sum of the specified face amount of the benefit payable at the time of the accident.

Benefit Type	Benefit Amount	Benefit Period
Accidental Death Benefit	Up to \$1,000,000	Up to \$1,000,000
Accidental Disability Benefit	Up to \$1,000,000	Up to \$1,000,000
Benefit - See and Sell Program	Up to \$1,000,000	Up to \$1,000,000
Coverage	Up to \$1,000,000	Up to \$1,000,000
Time Limit for Filing a Claim	Up to \$1,000,000	Up to \$1,000,000
Exclusions	Up to \$1,000,000	Up to \$1,000,000
Medical Services	Up to \$1,000,000	Up to \$1,000,000



**Don't let an unexpected accident or illness affect more than your health**

Enroll from October 23 – November 10, 2023

Why you should consider these benefits.

**Help live your best financial life.**

Make sure you're covered by Life and Supplemental Health Insurance.

Enroll for coverage from Month XX to Month XX, 2023

**Take advantage of your supplemental health benefits and start the year by focusing on you**

Whether you have Accident, Critical Illness, or Hospital Indemnity Insurance, issued by The Prudential Insurance Company of America (Prudential), the same process is simple, so you can concentrate on getting well.



# ONE STOP SHOP FOR ENROLLMENT

Advanced enrollment experiences to help your employees streamline the benefits process.

## IN-HOUSE EXPERTISE

Benefit counselors educate employees about their options—and their finances. At benefit fairs and enrollment meetings, we'll represent Prudential and host Q&A sessions.

### Nayya

A powerful decision support tool that helps employees understand, navigate, and choose supplemental health products with personalized, data-driven guidance.

### selerix

Simplify enrollment, administration, and reporting with this full-service solution for all voluntary coverage options.

### Prudential PATHWAYS A Financial Wellness Series

Licensed advisors provide both group education and 1:1 support during enrollment. Pre-enrollment: We drive benefit utilization with various seminars. Post-enrollment: Financial education available year-round—40+ topics covered.

### enrollify

Benefit counselors help employees make confident choices with 1:1 virtual meetings, increasing employee engagement—and reduces calls to HR.



# NAYYA – DECISION SUPPORT GUIDANCE

Prudential is partnering with Nayya to position the value and need of our Supplemental Health products.

- Nayya is a self-service online decision support tool, offering benefits navigation during enrollment and transforming the selection experience with personalized, data-driven guidance.
- Prudential offers this capability to employers who have at least one Supplemental Health product, free of charge through the rate guarantee period.\*
- Customers provide minimal census data, plan design, and rates. Prudential and the Nayya team take care of the rest! A single sign-on (SSO) connection is strongly encouraged for a seamless experience.

## Nayya

### 65%

of employees don't understand their benefits, despite companies spending billions<sup>1</sup>

### 45%

decrease in call center volume during open enrollment<sup>2</sup>

<sup>1</sup> 2019 Harvard Business Review Analytic Services, in association with League

<sup>2</sup> Client case study, Large US Hospital (2022)

Nayya is a personalized, self-service, online decision support tool, offering a benefits navigation tool during enrollment, transforming the selection experience with data-driven guidance personalized on an individual level. Prudential is offering this capability to employers who have at least one Supplemental Health product with Prudential that is being enrolled with the medical plans, free of charge through the rate guarantee period.\* Customers provide minimal census data, plan design, and rates. Prudential and the Nayya team take care of the rest! A Single Sign On (SSO) connection is strongly encouraged to drive a seamless experience.





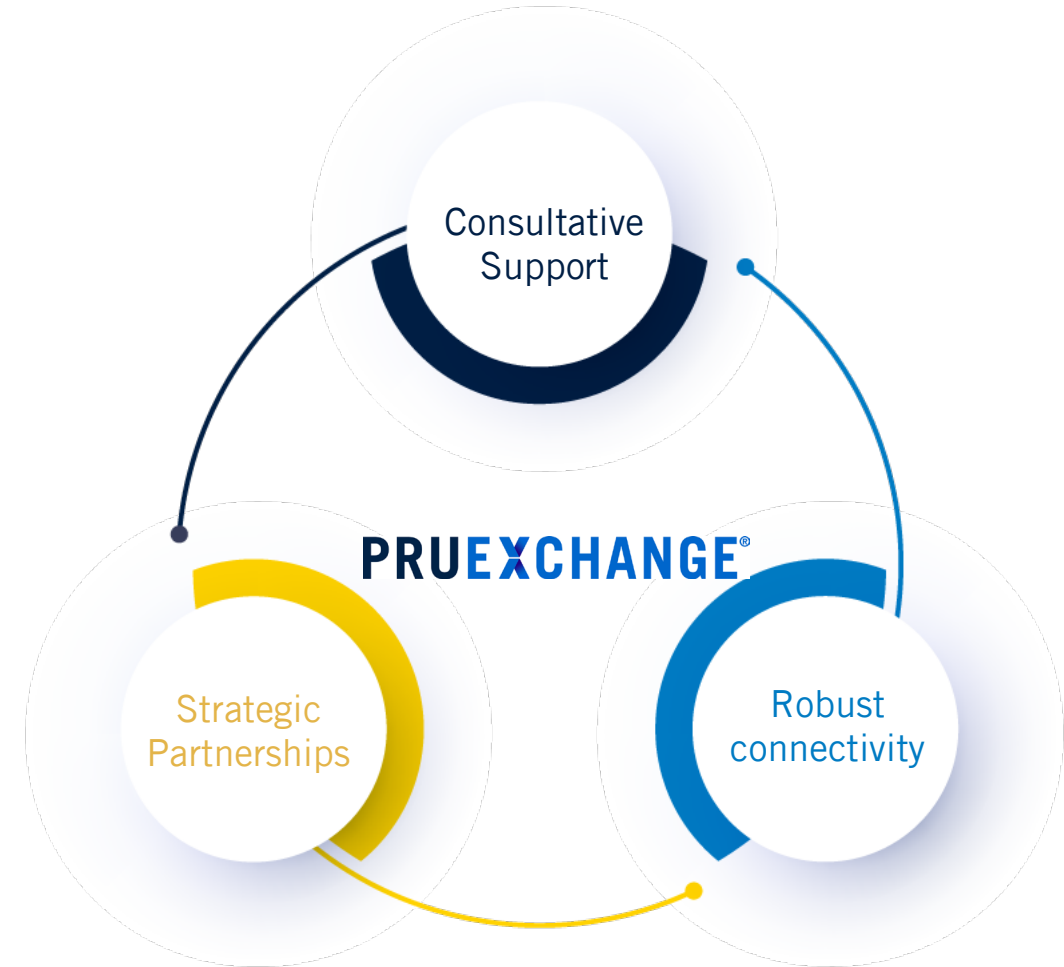
# PRU EXCHANGE & HCM STRATEGY



# PRUDENTIAL IS IMPROVING THE BENEFITS EXPERIENCE FOR CLIENTS AND THEIR EMPLOYEES.

Through our **expertise** and consultative approach, we are **optimizing the experience** for clients to help ensure they are getting the most from their investment.

- Strategic relationships delivering on financial and operational value for clients via HCM and benefits technology platforms
- Modernized data exchanges designed to reduce administrative burden for clients and optimize the experience for their employees
- Access to certified consultants in-house and third-party to help support clients





# PRUDENTIAL FORMALIZED HCM CONSULTANT PARTNERSHIPS

Our partnerships which are offered with a provided tech credit, provide programming resources to build plan designs and create integrations (API or file).



## Client Benefits

- ✓ Reduced implementation time and effort for our customers
- ✓ Removal of the resource roadblock customers face
- ✓ Provides greater expertise and accuracy with Certified Configuration Resources

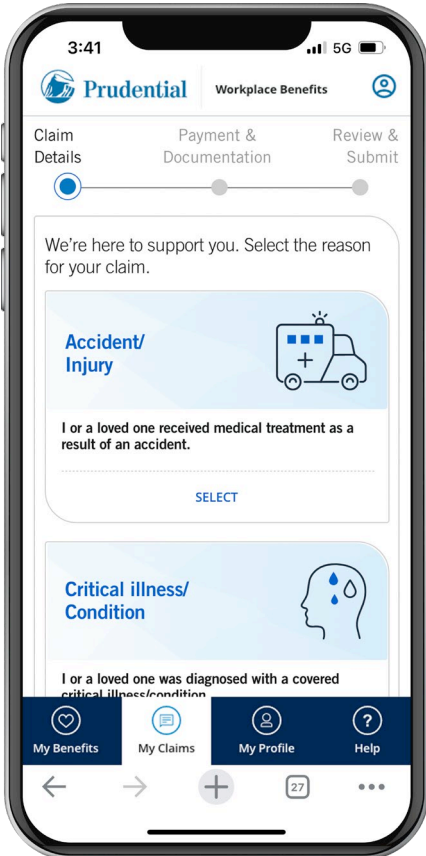


# INTEGRATED CLAIMS

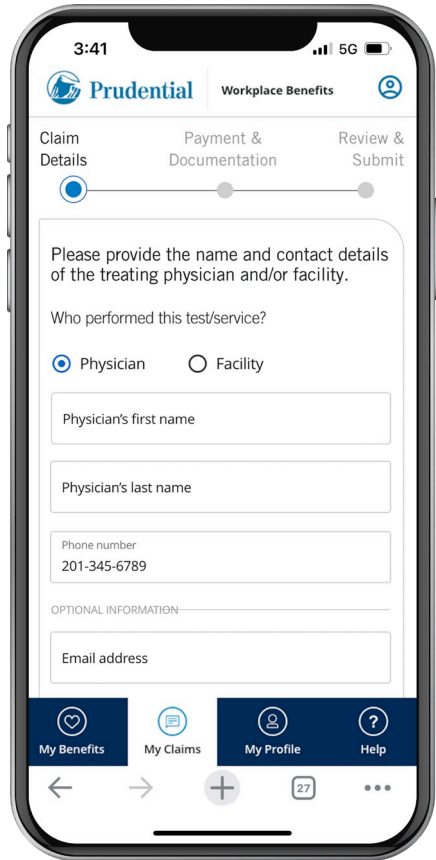


# DIRECT CLAIM SUBMISSION IN 3 SIMPLE STEPS

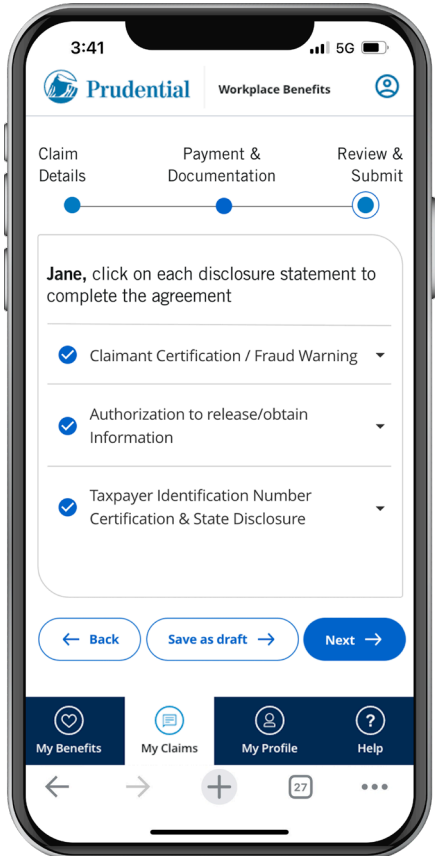
1 Tell us what happened and when.



2 Who provided the treatment?



3 Give us permission to get information from your doctor.



# ABSENCE & DISABILITY CLAIM INTEGRATION HELPS MAXIMIZE BENEFITS



## Prudential

- Absence
- Disability
- AbsenceOne



## Prudential

Claim review and verification of benefit eligibility



## NOTIFICATION

Employee is notified of a potential claim or that the claim has been paid



## BENEFIT PAID

Employee receives Supplemental Health benefit



## CLAIM DATA



## AUTO-INITIATION OF CLAIMS

Eligible claims are processed with little or no employee effort

An important value-added step



# MEDICAL CLAIM INTEGRATION HELPS MAXIMIZE BENEFIT UTILIZATION



## CLAIM DATA

The employee's medical claim data is matched to a supplemental health policy



## MAKE THE OUTREACH

Prudential notifies the employee that they may also be eligible for a supplemental health benefit



## CLAIM SUBMISSION

Employee submits the additional supplemental health claim



## BENEFIT PAID

Employee receives Supplemental Health benefit payment



**Prudential**

Matching claim information is sent to Prudential for claim creation

# DATA AND INSIGHTS ARE CRITICAL IN DRIVING UTILIZATION

## Dashboard

Summary view of key supplemental health data across products, including claim coverage, approval percentage, claim submission method, etc.

## Claims Utilization

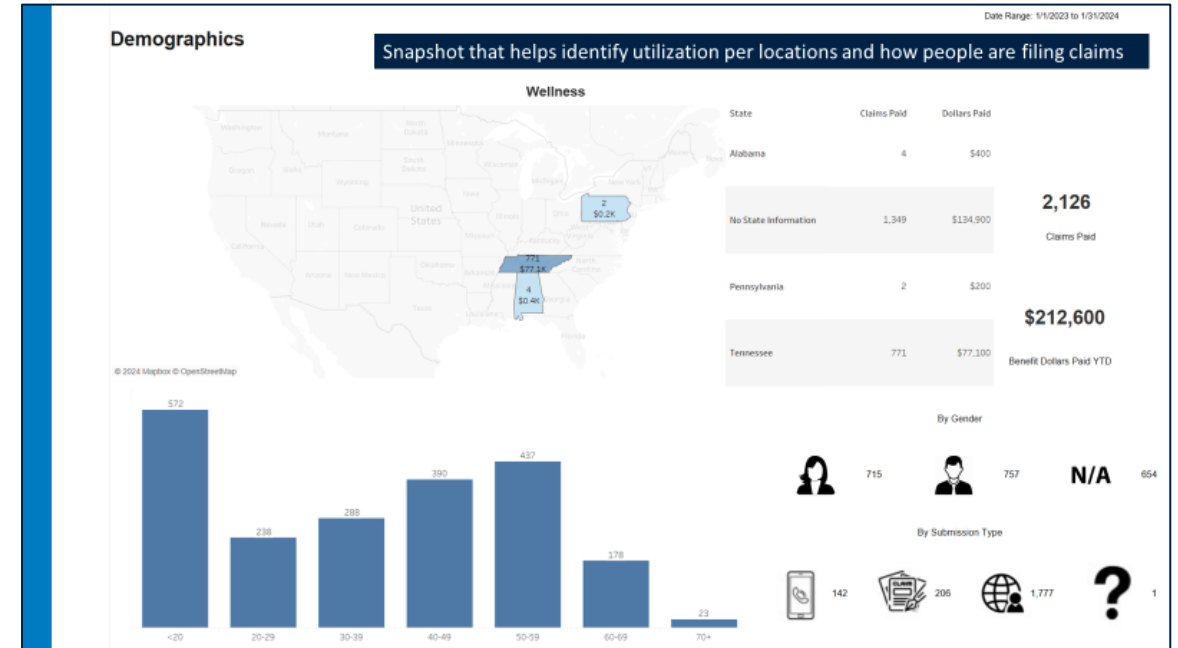
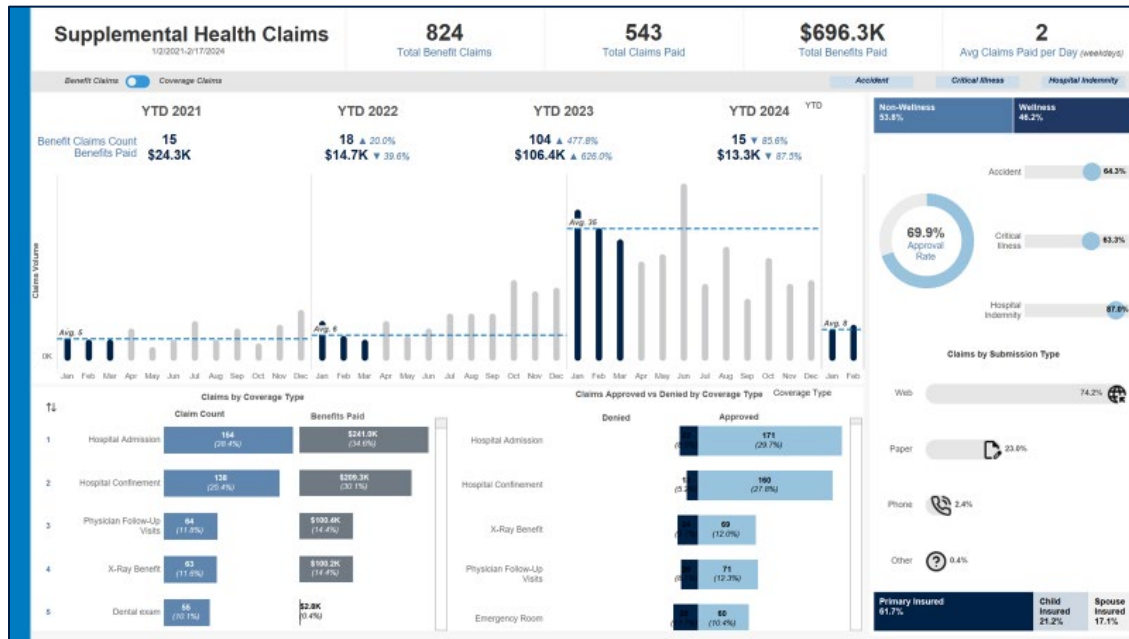
Key claims information by product, including number of claims and amount paid, approval rate and top coverage by product.

## Top Denial Reasons

Top reasons for claim denial by product, including number of denied claims and overall denial rate.

## Demographics

Key demographic information to help hone in on utilization by location, age bands, gender, and submission method.





# EVOLVING FOR TOMORROW



# SUPPLEMENTAL HEALTH PRODUCT EVOLUTION

Building products today for the changing needs of tomorrow.\*



## THE NEED FOR CHANGE

- Multi-generational workforce with varying levels of needs across 4 generations
- Mental health and infertility benefits continually rose to the top of our customer focus groups key unmet needs
- Taken as a whole, employees' understanding of supplemental health products remains low
- Complicated and confusing language added complexity and lack of understanding



## MEETING THE NEED

- Expanding mental health coverage for those who need it most, including coverage of mental health screenings
- Family support and caregiving benefits with coverage for fertility assistance and caring for children/elders
- Simplification of language within documents: easier to understand coverage information, shorter overall length and increased clarity on the claim process



# 75%

of U.S. adults worry  
about being able to afford  
unexpected medical bills<sup>1</sup>



\*Some benefits may not be approved in all states and/or HSA compatible.

<sup>1</sup>KFF.org - Americans' Challenges with Health Care Costs - <https://www.kff.org/health-costs/issue-brief/americans-challenges-with-health-care-costs/>





**THANK YOU**



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