



# CASE STUDY

**STREAMLINING HOSPITAL  
ENROLLMENT THROUGH  
AFLAC + LAWSON  
INTEGRATION**



**HEALTHCARE  
(HOSPITAL SYSTEM)**



**15,000+ EMPLOYEES**



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## THE CHALLENGE

This large hospital system had been a loyal Aflac client for many years, but due to their fast-paced, 24/7 environment, meeting with each employee individually was no longer practical. Their HR team needed a scalable solution to reach thousands of employees efficiently without disrupting care delivery.

## THE STRATEGY

**The Benefit Builders partnered with the hospital's HR and payroll teams to:**

- Build out all Aflac Group plans directly within their Lawson/INFOR HRIS platform
- Eliminate the need for in-person enrollments by launching a full self-service digital enrollment experience
- Provide system and communication support to ensure seamless navigation for both employees and HR

## THE RESULTS

- In the first year, the hospital enrolled over \$3.2 million in Aflac AP sales
- Each year since, open enrollment has produced an additional \$1 million+ in AP sales
- The self-service model reduced pressure on HR while increasing employee access and benefit awareness
- Aflac's integration into their existing HRIS streamlined reporting, payroll deduction, and ongoing administration for all teams involved

## THE TAKEAWAY

By embedding Aflac Group plans into the hospital's core HRIS platform, The Benefit Builders helped transform a long-standing relationship into a technology-enabled success story. This case highlights how thoughtful integration can scale voluntary benefits in even the busiest healthcare environments.