

# Powerfully Simple<sup>®</sup> enrollment solutions

## Helping employees select the right benefits to meet their needs

Employers are offering voluntary benefits more than ever before. It's important to make sure your clients' employees understand what they're offered and feel confident to evaluate and select the benefits they need. Depending on the group, that may mean providing additional enrollment support.



# 160

 years of experience<sup>1</sup>

### Helping people reach their financial goals

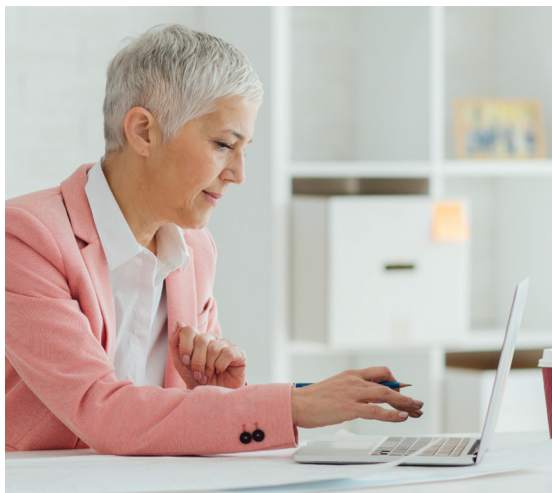
Our proactive approach to employee benefits keeps you and your clients informed, in control and in sync with the desires of a modern workforce.

Technology and support is 100% platform agnostic

Trusted enrollment partners to help maximize employee participation

A full suite of voluntary products to round out their benefits program

Education for employees about the importance of their overall benefits package



### Choose the level of support your clients need

Every client is unique — that's why we offer consumer-friendly education, personalized guidance and data-driven decision support tools. You can turn enrollment into a simple experience and empower employees to select the benefits they need to be well protected and prepared.

 **Core**  
Education **Plus**  
Education + Guidance **Premium**  
Education + Guidance + Enrollment

# Core

Education

Self-directed education, with a wide range of materials for all learning styles.

- Enrollment posters/flyers
- Product videos
- Product overviews
- Benefit summaries

**Cost:**  
No cost to the broker or employer

# Plus

Education + Guidance

Enhanced enrollment experience with more guidance, including online tools and benefit counselors.

- Core educational materials
- Customized employee-facing landing page
- Licensed counselor for benefit questions
- Spanish-speaking counselors
- Online appointment scheduling for employees

**Cost:**  
No cost to the broker or employer

# Premium

Education + Guidance + Enrollment

Full-service tier that adds additional Open Enrollment communication tools, benefits administration support and enrollment completion.

- Core & partner-specific educational materials
- Text/email communication campaigns
- Licensed counselor who will answer benefit questions and help employees enroll in all products, including medical
- Spanish-speaking counselors
- Online appointment scheduling for employees
- Benefits administration case builds available<sup>2</sup>
- Ongoing new hire/annual support<sup>2</sup>

**Cost:**  
**Approach 1:** No cost to the broker or employer  
**Approach 2:** Broker splits heaped commission and no cost to the employer



Requirements for minimum number of lives, premium, product mix and benefits administration system may vary.  
**Contact your sales executive for details.**

## Suite of Insurance Products



Dental



Vision



Life



Short-Term Disability



Long-Term Disability



Accident



Critical Illness



Hospital Indemnity

1 The 160-year history reference applies exclusively to Equitable Financial Life Insurance Company.

2 Specifics vary by third-party provider.

Powerfully Simple<sup>®</sup> is a registered service mark of Equitable Financial Life Insurance Company.

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