

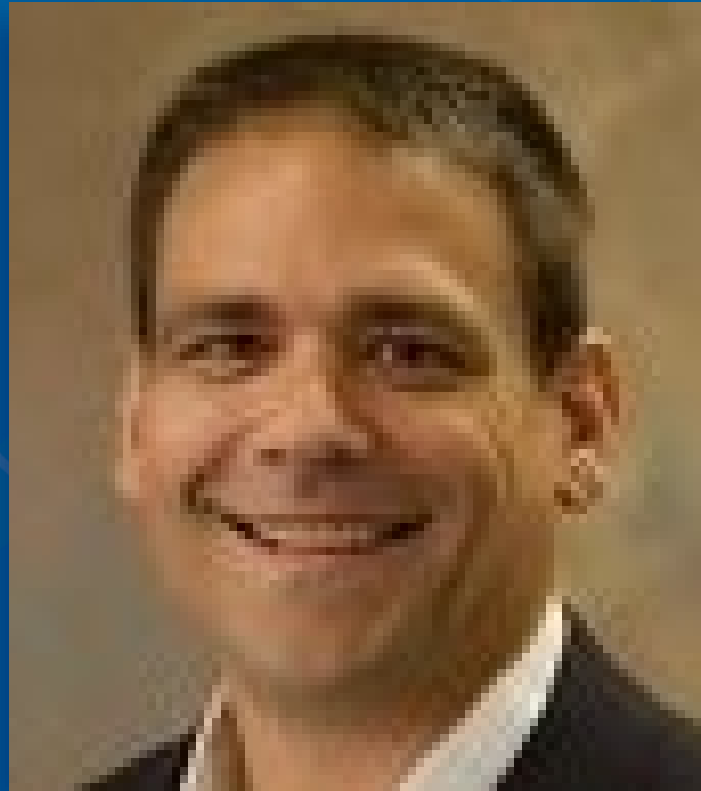
2024

**Enrollment
Technology
Strategy Seminar**

Ready for Innovation

**APIs: Are you
partner ready?**

APIs: Are you partner ready?



Keith Feist

Director, Partner Solutions

Pacific Life



Nicole Laughridge

Director Enrollment Technology Partner Management

Chubb

APIs: Are you partner ready?



Daryl Hemeon

Director, Customer Solutions

Noyo



Dan Langevin

CEO

Ideon



Lisa Lent

*Service Executive, Carrier
Implementation, Service and Strategic*

ADP



Jill Schlofer

*Second Vice President, Implementation
and Enrollment*

The Standard

Polling Instructions

Step 1: Take out your phone

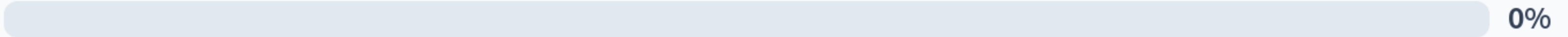
Step 2: In your phones web browser, go to the link
PollEV.com/etss2100
(or scan QR code)

Step 3: Answer poll questions on your screen as they become active!

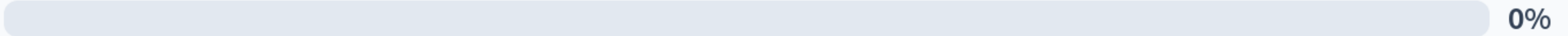


For those that are investing in API connectivity, where are you investing the most?

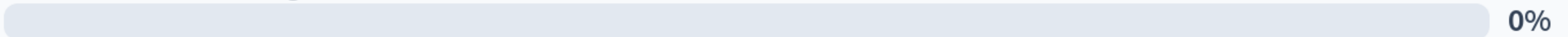
Quoting



Plan Configuration (Case Set-Up)



Medical Underwriting



Enrollment & Ongoing Member Changes



Claims

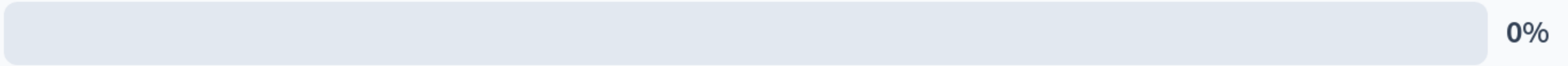


Renewal

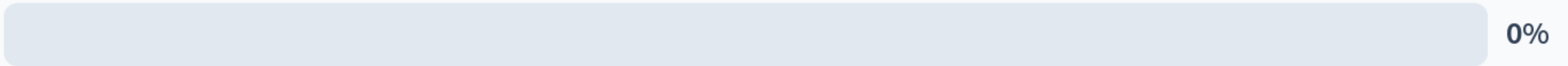


For carriers, do you have a formal product mgmt. function that owns your API strategy and development?

Yes

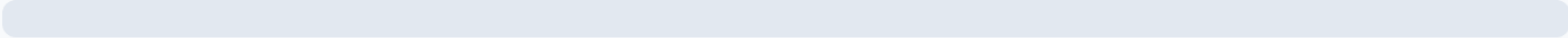


No



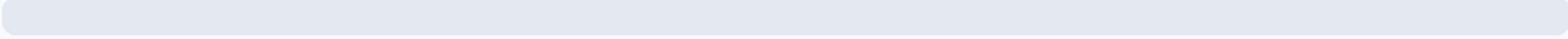
What % of transactions use API?

0-25



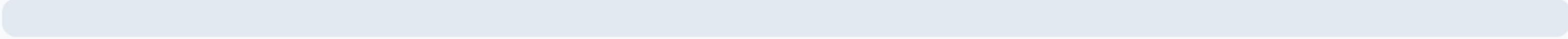
0%

26-50



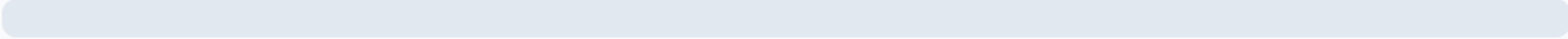
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51-75



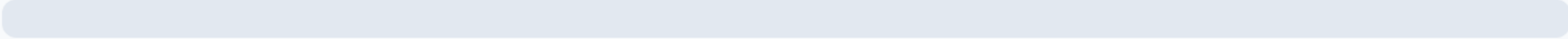
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76+



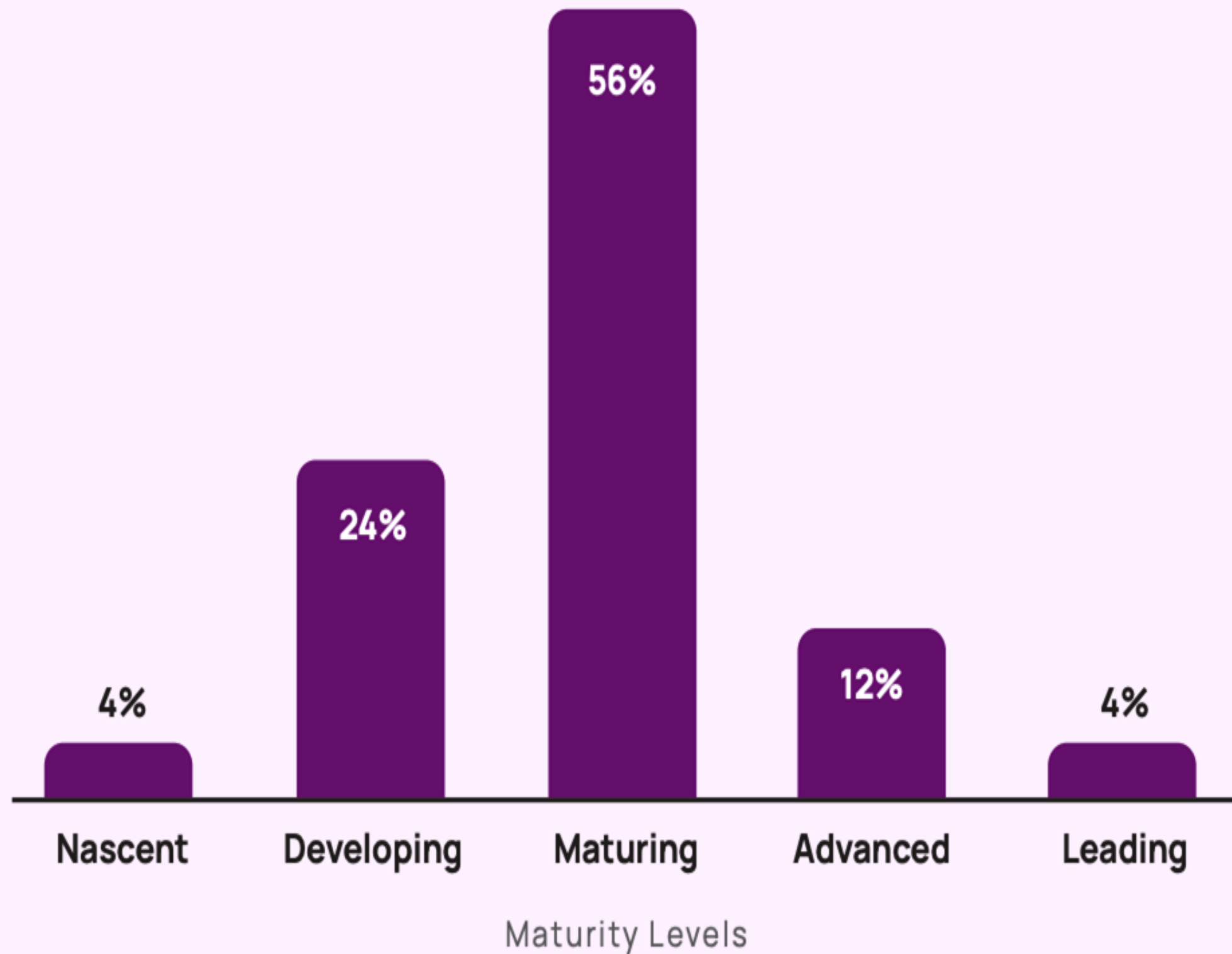
0%

I have no idea



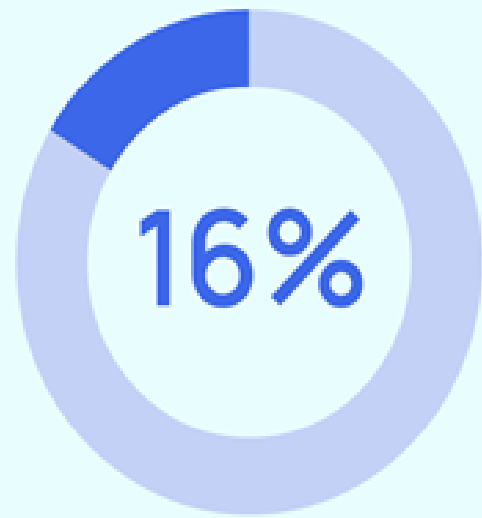
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Key Observation #1: Carriers Are Maturing, But Slowly



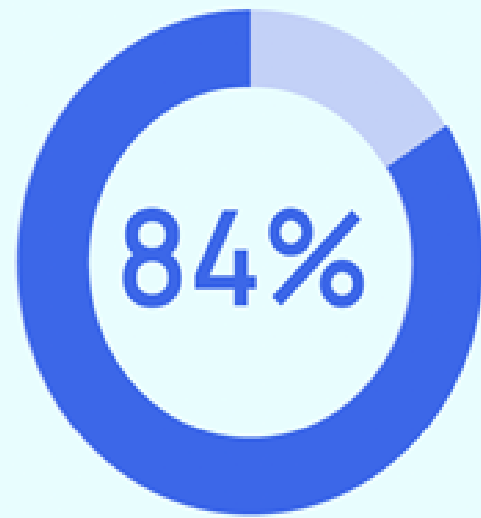
Overall distribution of API development & adoption

Key Observation #2: Significant Gap Between API Development and Utilization



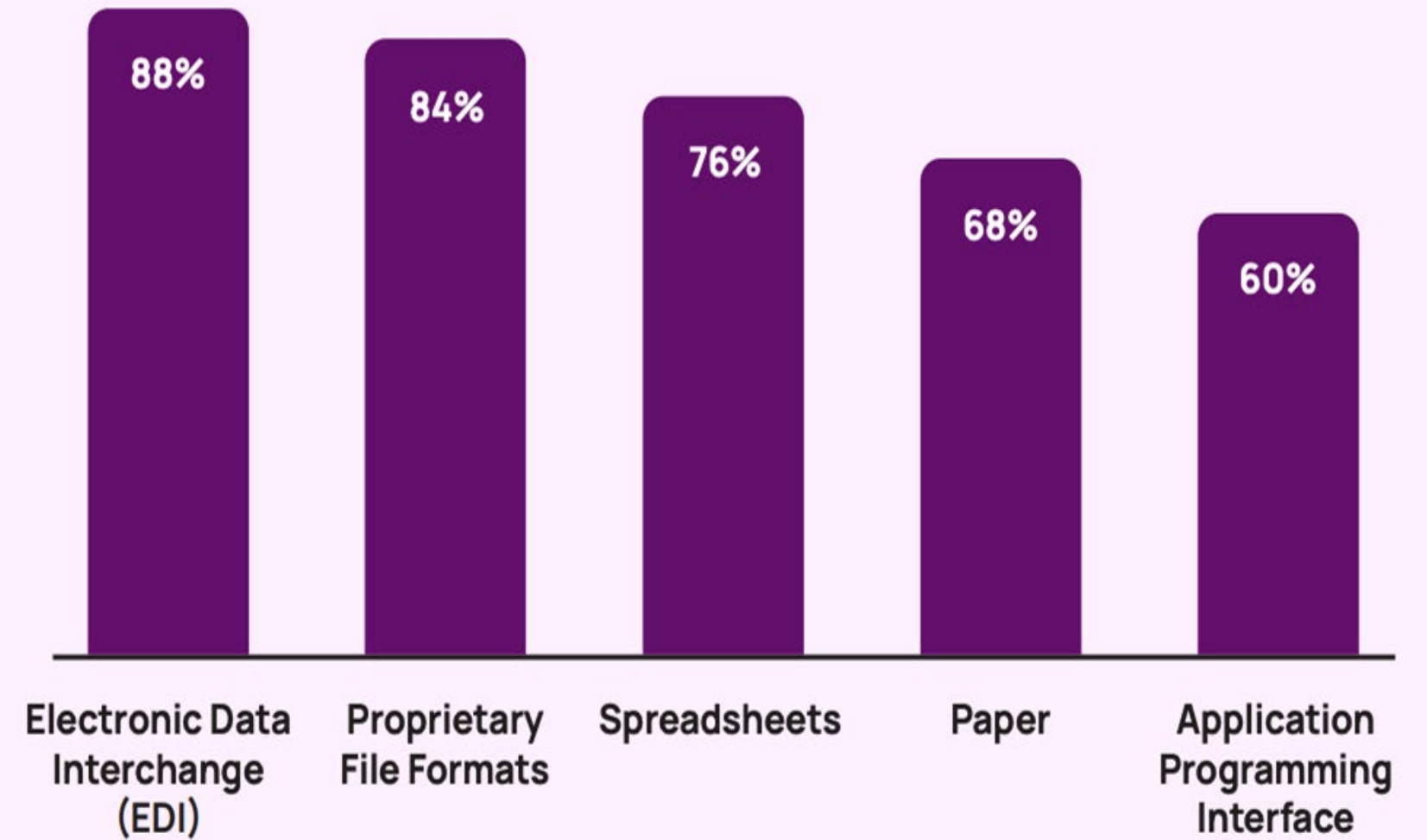
said that most or all transactions are processed in real-time

Average transaction turnaround time



stated that the majority of their transactions are processed in batch

Which of the following methods does your organization currently utilize to transmit and accept new enrollment data?



Enrollment data transmission methods

Key Observation #3: External API capabilities are lagging most



76% of carriers report having API-enabled external connectivity



92% said it's used for few or none of their external transactions

What's going on with employers



90%

have digitized at least some part of their benefits enrollment experience



79%

expect to increase spend on benefits tech to address top benefits challenges



79%

say a carrier's digital capabilities play a bigger role in carrier selection

What's going on with members



90%

value personalized, digital experiences as they shop for, select and use their benefits



80%

would switch carriers due to lack of user-friendly digital interface



89%

Satisfaction improvement in benefits with highly digital experiences

What's going on with brokers



75%

of broker agencies pitch benefits technology when going after new business



72%

of BGAs and IMO's think that M&A of BGAs and IMO's will increase over the next three years



94%

now expect year-round consultation, innovation, and ongoing management support from their brokers

It's still very early innings for bringing benefits data online



Fewer than 20% of employers handle any benefits-related data using APIs



The financial industry has 2,000+ APIs available... insurance companies have access to less than 10% of that

Benefits tech is growing faster than ever

\$12.5B

invested in HR and benefits technology in 2021, a 500% increase from 2017

2/3

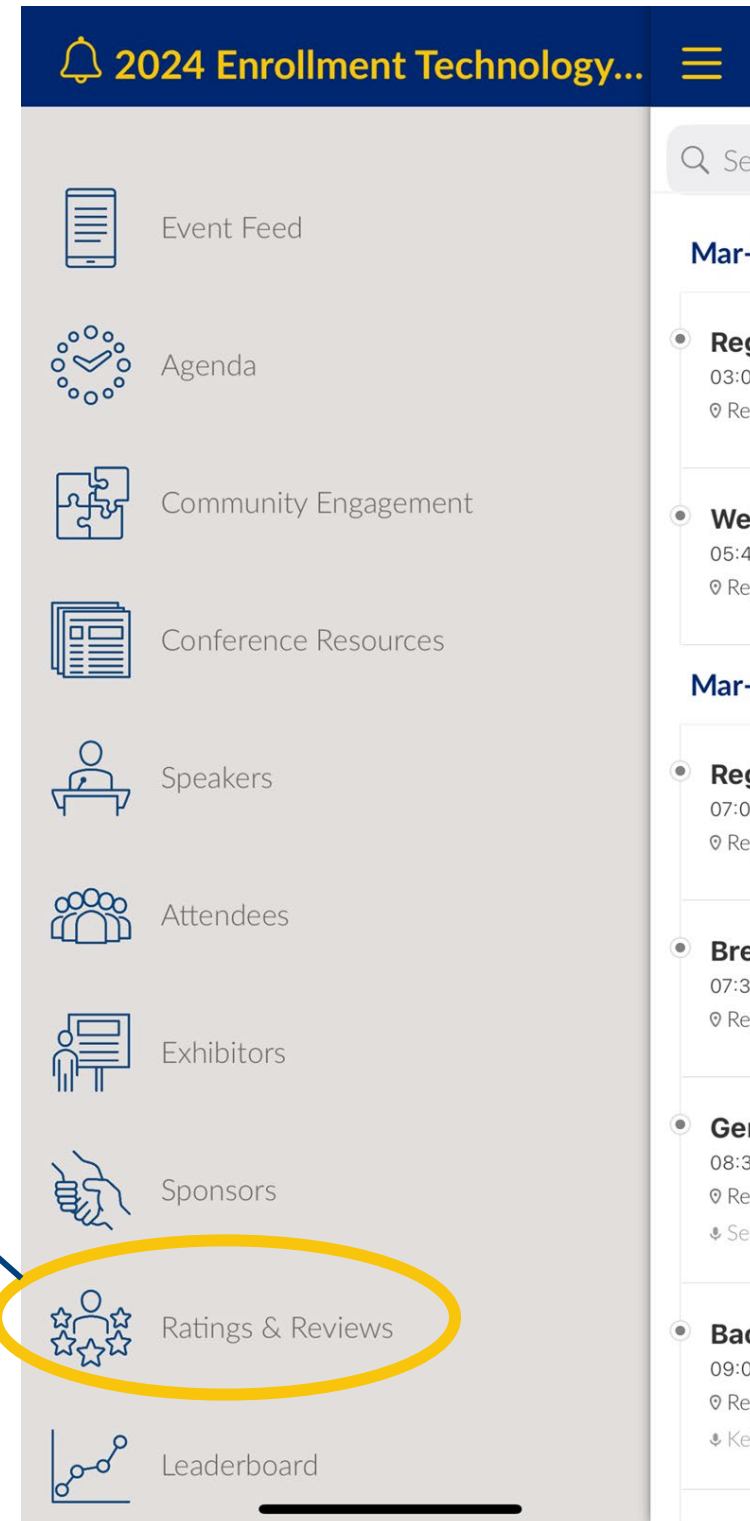
of employers believe they'll rely more heavily on third-party benefits technology in five years, including tools from carriers, brokers, tech vendors, and ben-admins

80%

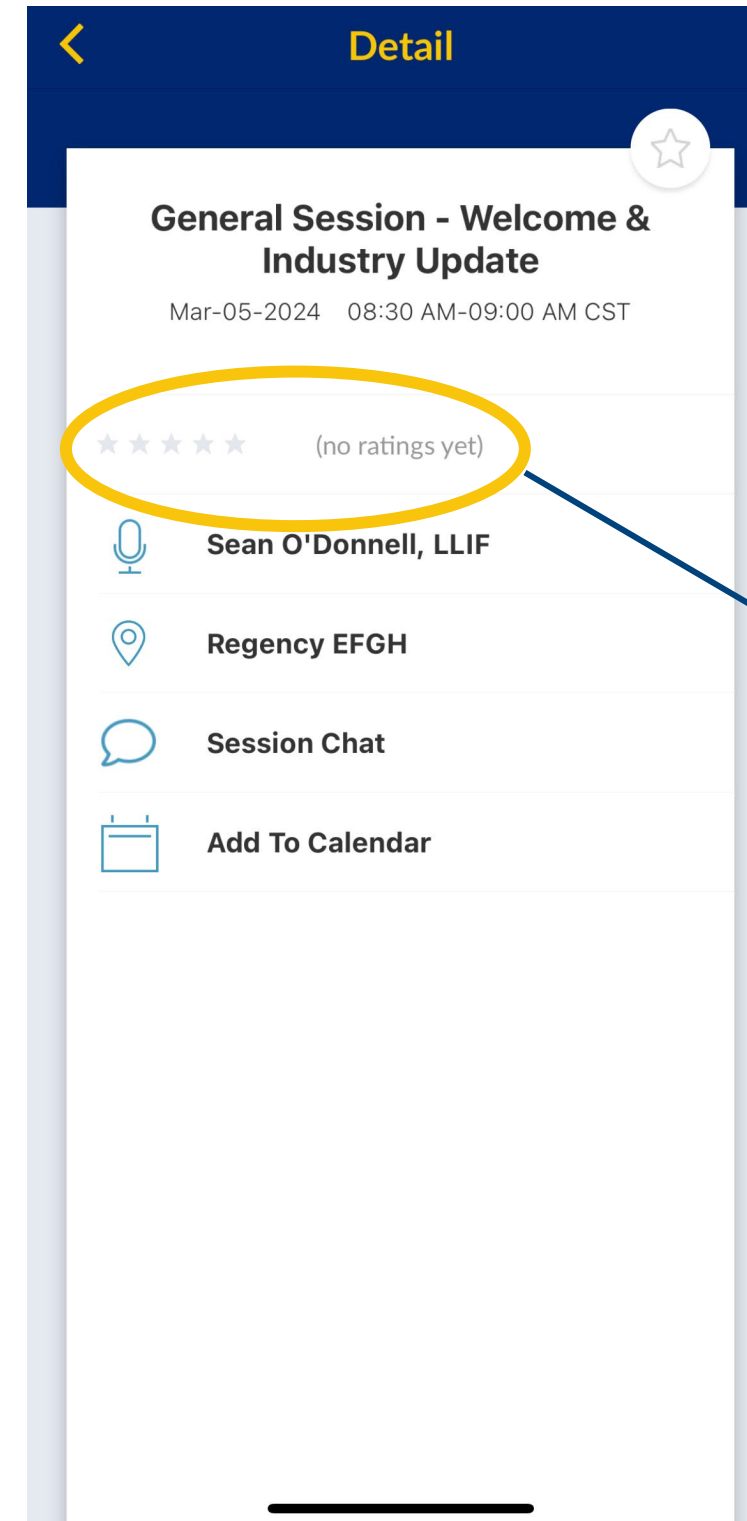
of employers cite "employee experience" as top criteria for new HR software

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Module Option



Agenda Option



Thank You



Navigate With Confidence