

**2024**

**Enrollment  
Technology  
Strategy Seminar**

**Ready for Innovation**

# **Baby, U're Much 2 Fast: Parting Thoughts on ETSS 24**



## Innovation requires ...

1. Motivation
2. Means
3. Mindset

# Innovation Mindset: Think Big, Start Small

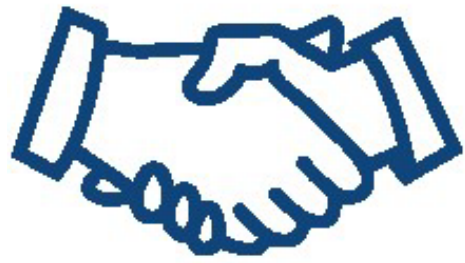


**THINK BIG,  
START SMALL,  
FAIL FAST,  
LEARN FASTER**

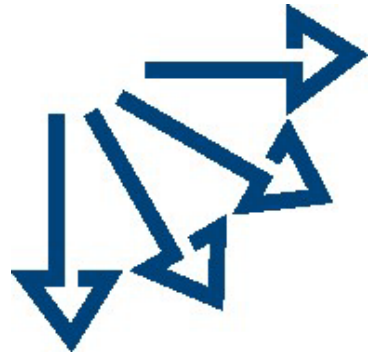
# Themes I'm Hearing From Carrier Leadership

1. Maintaining Momentum
2. Continued Digitization of the Business
3. Expense Management
4. Distribution Cost
5. Talent Management
6. Regulatory Landscape

# Benefits Are More Critical In A World of Work Defined By:



Personal



Diverse



Mobile

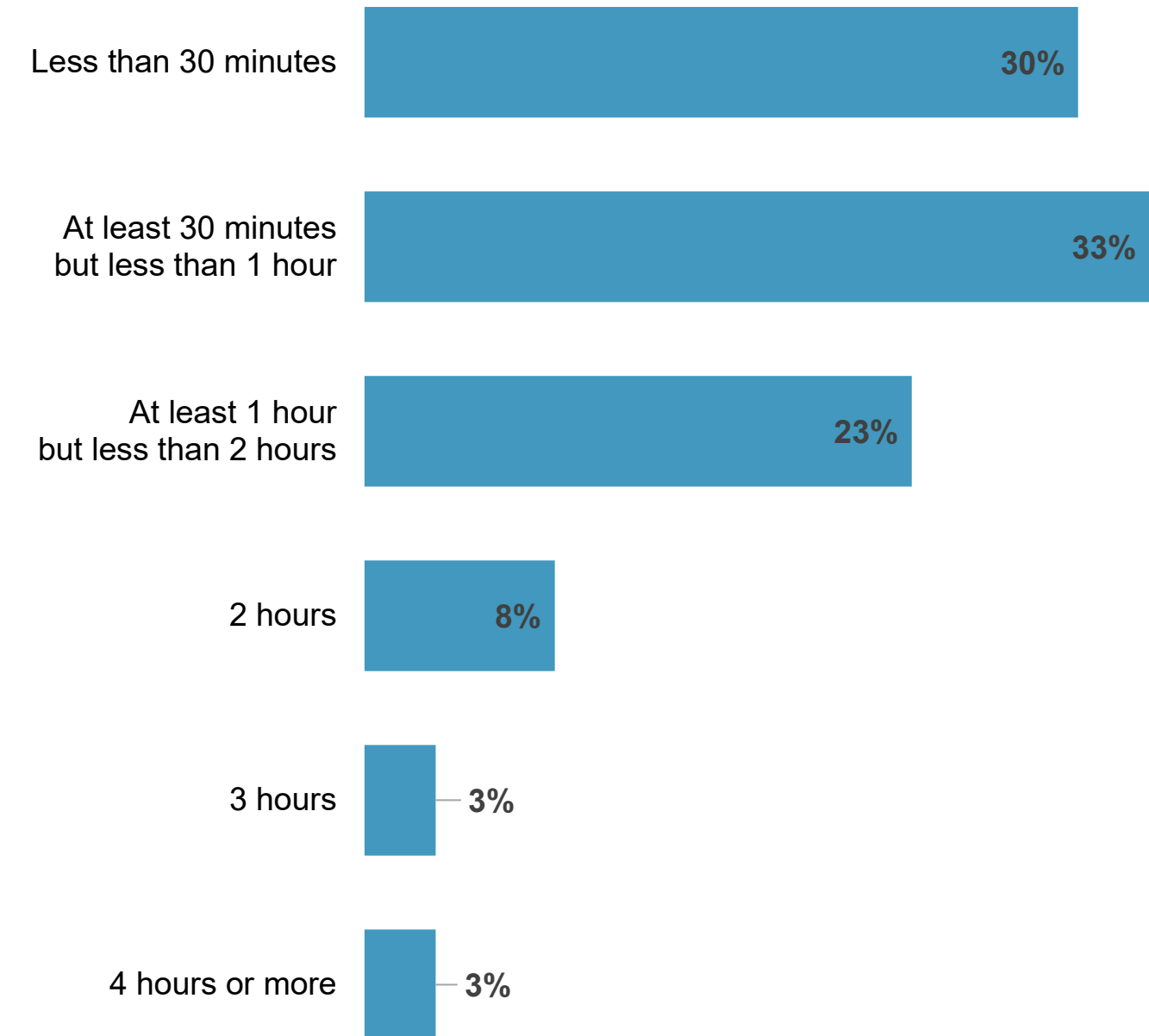


Collaborative

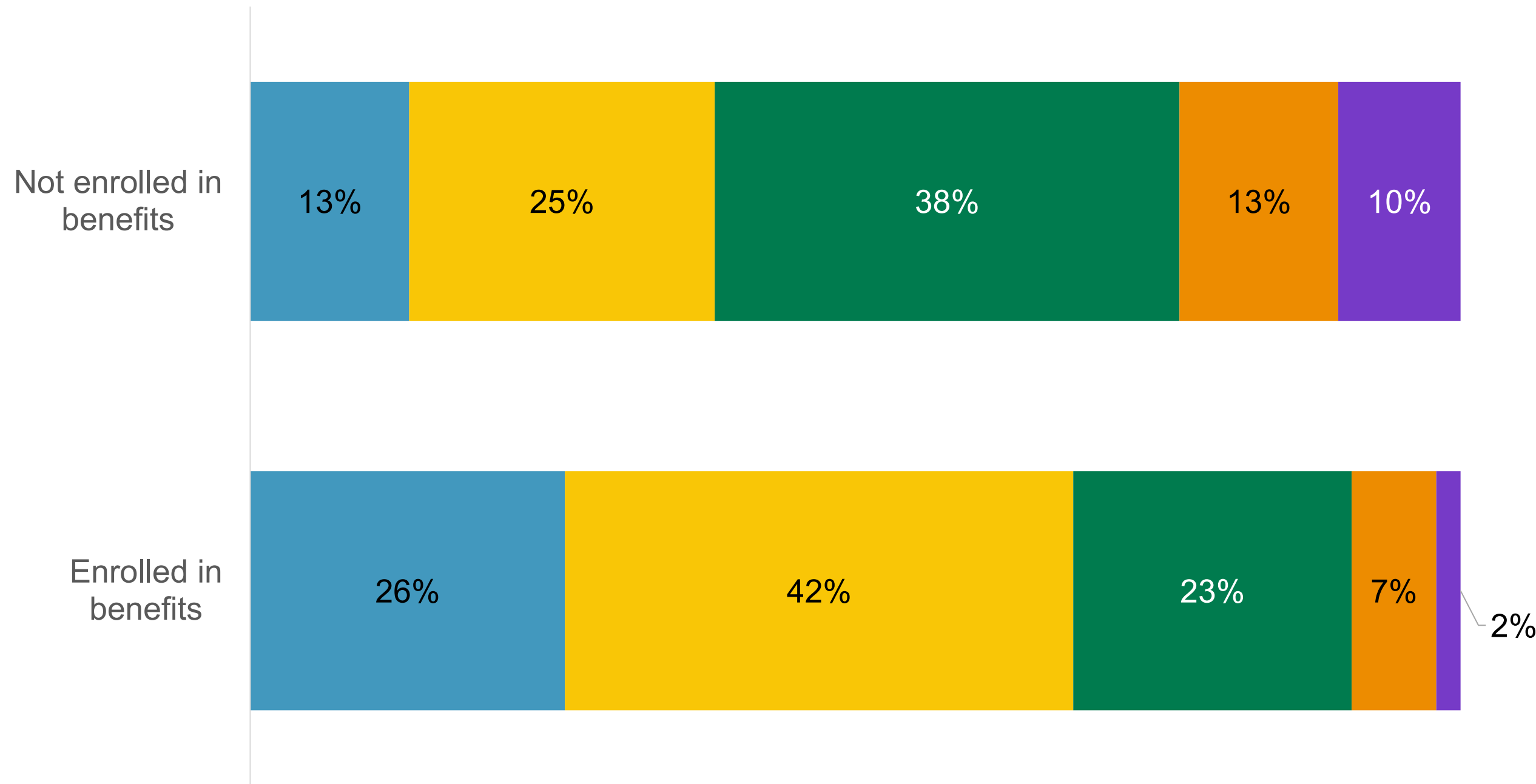


Impatient

# Employees Are Spending Less Time Enrolling



# Employees Could Use A Confidence Boost



**Communication quality** and enrolling during a **one-on-one meeting** are associated with higher confidence in benefits decisions.

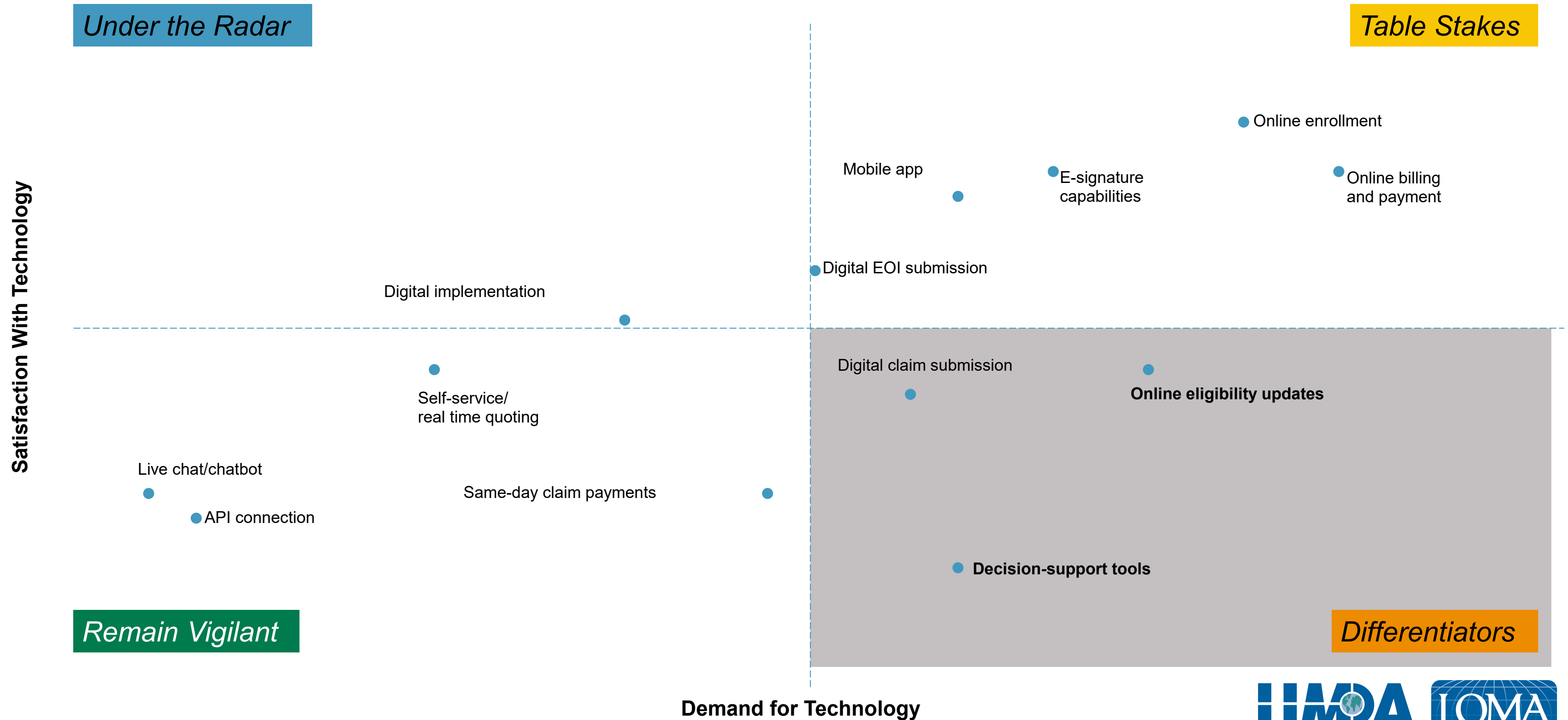
■ Extremely confident ■ Very confident ■ Somewhat confident ■ Slightly confident ■ Not at all confident



Based on employees who are offered insurance benefits and have had an open enrollment period within the past two years.

Source: 2023 BEAT Study: Benefits and Employee Attitude Tracker, LIMRA, 2023.

# Benefits Technology Offers New Opportunities

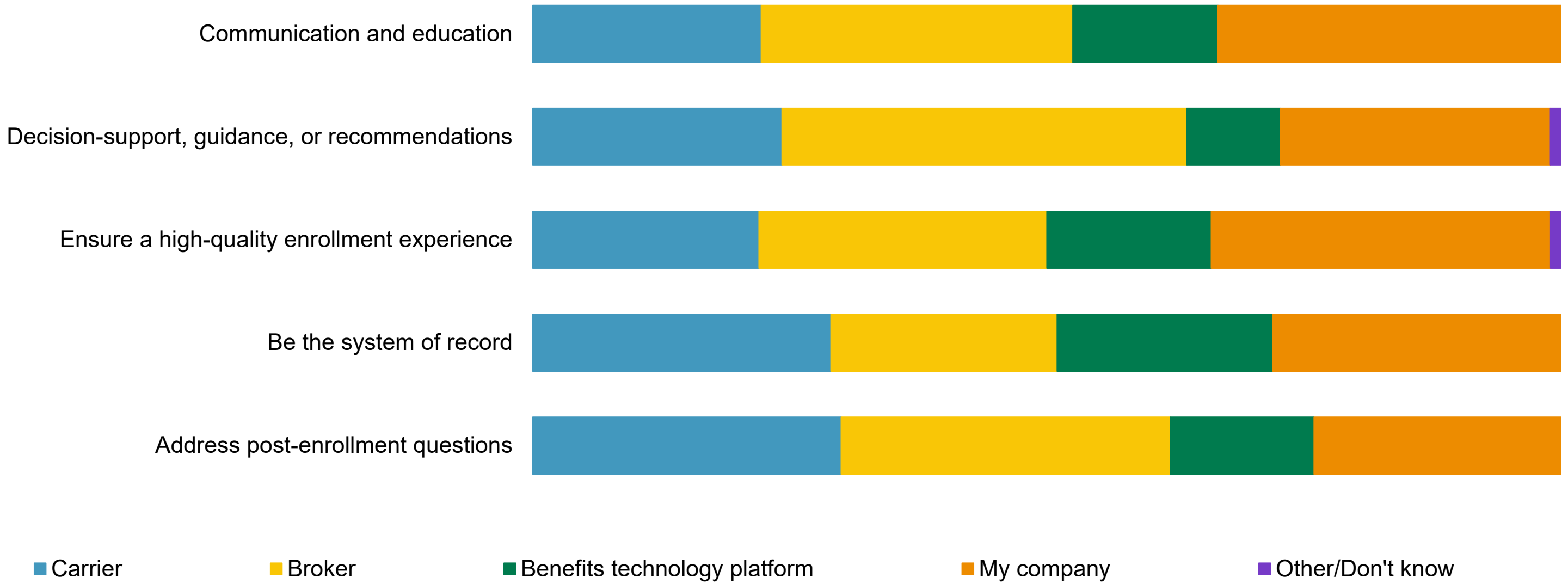


Source: *Fast Forward: Employer Views on the Future of Benefits*, LIMRA 2022



# An Ecosystem Of Shared Responsibilities

## Who Is Currently Responsible for Enrollment Tasks?



Source: *Fast Forward: Employer Views on the Future of Benefits*, LIMRA 2022



# With a Mindset Ready to Innovate, Let's Focus On ...



Technology



Talent



Agility



Ecosystems



Kellie and I – We had  
the time of our lives!

What did you think?

What are you taking  
away from our time  
together?

# Thank You



*Navigate With Confidence*