

Streamlining hospital enrollment through Aflac

Case study: Hospital enrollment



Background

A 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.



Solution

The broker and Aflac representative partnered with the hospital's HR and payroll teams to:

- Build out all Aflac Group insurance plans directly within their benefits 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



Results

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



Why it worked

By embedding Aflac Group plans into the hospital's benefits platform, the broker 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 health care environments.



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