



Lifeguard on Duty:

6 Ways Benefits Technology
Can Buoy Pooled Groups



Lifeguard on Duty

Even the strongest swimmer is comforted by those words, because it means you're not alone – if needed, there's a trained expert to get you safely to dry land.

With rising healthcare costs and increasing benefit pressures, benefits administrators have reimagined the pooled insurance model to face modern challenges – shifting from static above-ground structures to more dynamic in-ground options, so to speak. While these pools help spread risk and boost purchasing power...
it sure would be nice to have a lifeguard.



This Is Where Technology Comes In

The right technology partner can be a lifeguard against risk and financial errors, and offer a preserver to achieve greater stability and success.

While each pool is unique – Captive, Cooperative, Consortium, MEWA, VEBA, JPA, or another structure – each group wants the same thing: For its members and their employees to relax, knowing they are supported and their benefits are secure.

A high-quality technology platform can provide that support.

What's "high-quality?" Make sure any prospective partner can climb these six rungs to be worthy of the lifeguard's chair.





Accuracy

When pooling resources, transparency into what's flowing in and out of a group's funding stream is key – and guesswork isn't an option. Maintaining **absolute accuracy** is crucial, which is exactly what a **single-source technology platform** can offer. It places all benefits info – carriers, plans, and data – and employee information in **one place**, leaving one place to make changes, update life events, and refresh billing information.

That means less room for errors, less opportunity for data breaches, and less headache for you.





Automation

It may seem like managing benefits billing and carrier invoicing is like having swimmer's ear: It's annoying, but one of the necessary evils of being in the pool. Not so, with the right technology driving your benefits strategy! Look for a provider that can automate most, if not all, processes for you – **from enrollment and eligibility, to billing, billing reconciliation, and reporting** – with Michael Phelps speed and ease.





Billing and Financial Reporting

Having a pool is a lot less fun when the chlorine levels are off, the filter is clogged, and there's algae everywhere. Every pool needs regular maintenance, and the right tech partner has solutions and services to test the water through **consistent and accurate billing and financial reporting**. Such billing capabilities are a must to drive transparency into the financials for your Board and those members with fiduciary responsibility.





User Experience

Any group is only as strong as its membership, and a pooled group is no exception. Ensuring that member employees receive **engaging communications** with clear and consistent instructions and messaging creates a meaningful user experience that's critical to benefits satisfaction. Be sure to work with a technology system that can offer a **simple, streamlined interface** that's inviting to employees and understands their wants and needs.





Member Support

Not everyone is meant for the high dive, and sometimes swimmers need to stay in shallow water. A good lifeguard helps make sure people stay in the part of the pool that's safest for them. A true value add for a benefits technology provider is a [recommendation tool to guide employees](#) toward the best enrollment decisions, which vary widely by life stage, finances, and risk tolerance. Seek a partnership that combines enrollment with enrollment support to keep everyone in their swim lanes. At the end of the day, **better decisions = higher engagement** and lower costs for your group.





Stability and Security

Reducing risk and stabilizing/growing the pool is a key goal for your group. Seeing your pool grow and thrive, giving it **increased stability** through more lives across which to spread risk. Choose a technology partner that offers **consistency in rates and benefits**, and can be a lifeguard that ensures your pool can weather external changes in finances or healthcare policy.



Accuracy Automation Reporting User Experience Member Support Stability & Security

When thoughtfully and strategically deployed through the right benefits partner, these six elements can be the rising tide that lifts all boats in a pooled group. Partner with a trained lifeguard to buoy all of your group's benefits and keep your members safe.





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