

Risk management case study

APR Consulting, Inc. doubles benefit plan enrollment

The challenge

APR Consulting, Inc. (APR™) is a California-based staffing firm providing professional recruiting and talent solutions to a diverse mix of clients, industries, and skill sets nationwide. With more than 40+ years' experience, APR™ provides professional services and solutions that delivers sustainable value to their clients, candidates, and employees.

APR™ and Marsh McLennan Agency (MMA) confronted two major challenges during the 2022 renewal. First, due to low participation in the benefit plan, they only received Decline to Quotes (DTQs) from other medical and ancillary carriers. Secondly, APR™ won a large long-term contract to place Jet Propulsion Laboratory and one of the primary goals was to offer robust benefits plans to all the affiliates working on the contract currently and in the future. In addition, APR™ wanted to ensure a first-class onboarding experience and beyond.

The solution

MMA recommended implementing its proprietary EnrollSMART program to solve both challenges. EnrollSMART offers 1:1 enrollment meetings with benefits counselors to all APR™ eligible employees. In those meetings, each employee has an opportunity to better understand the range of benefits offered and enroll in additional voluntary benefits available to them. In addition, APR™ deployed new communications strategies that elevated their onboarding experience and resulted in higher employee engagement.

The result

With a successful strategy in place, APR Consulting, Inc. accomplished:

- More than double the enrollment in medical plans
- Triple participation of voluntary and ancillary benefits
- Benefits communication improvement
- Positive feedback from new employees regarding transitioning to a new company and the EnrollSMART process

As a result, 77% of their employees voluntarily elected to speak to a benefits counselor and 98.6% now have a better understanding of benefit value provided by their employer. This has allowed APR™ to successfully lower risk and maximize health among employees.

Your future is limitless.™

Client profile



Staffing firm

2X

Enrollment in medical benefit plans

3X

participation of voluntary and ancillary benefits

Benefits communication improvement

Learn how our Risk Management advisors can help you obtain measurable results.

[MarshMMAMidwest.com](https://www.marshmma.com)

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