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Presented on:  
May 28th, 2019

Prepared by:  
Jamie Bulls



# CASE STUDY: HEALTH PLAN

VIMLY BENEFIT SOLUTIONS

Research by:  
Alex Munoz

12121 Harbour Reach Drive  
Suite 105  
Mukilteo, WA 98275



## THE CHALLENGE

The largest customer-owned Health Insurance Company in the United States was embarking on a new strategy: Create new revenue opportunities by offering their products and services to the multiple-employer group market. However, between manual processes, cumbersome data exchanges and the everyday complexities that are inherent in the management of multiple employer groups, the company quickly realized it needed to streamline and automate administrative processes if it was to be successful.

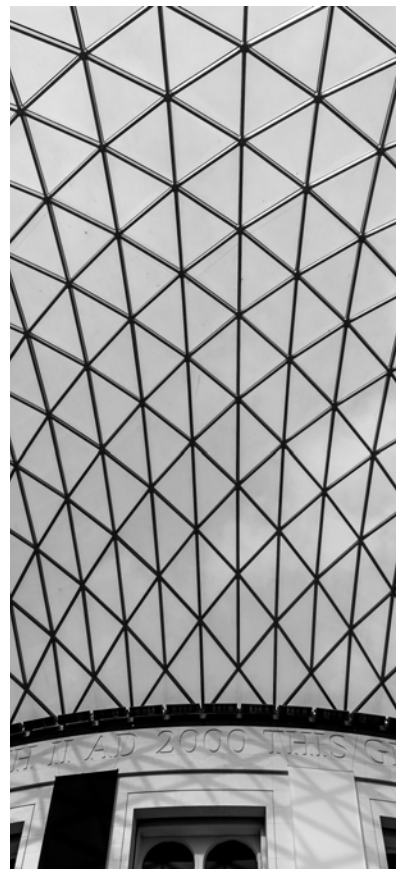
## THE SOLUTION

The Health Insurance Company adopted Vimly's cloud-based platform, SIMON®, a proprietary automated enrollment solution designed to simplify the management of benefits for all stakeholders by:

- Providing a cloud-based platform that moves employers seamlessly from paper to a digital solution.
- Automating enrollment and eligibility across all medical/ancillary/service offerings.
- Simplifying premium billing and payment.
- Delivering a simple, intuitive self-service model that empowers members to easily manage their benefits.
- Reducing friction and increasing satisfaction among multi-employer groups.
- Offering the multi-employer group market innovative technology usually reserved for large employers.

## THE RESULTS


By utilizing SIMON®, the Health Insurance Company was able to streamline and automate even the most complex enrollment and eligibility tasks. Thanks to digital data exchanges, paper pushing has been reduced along with its inefficiencies and costs. Employers can now easily manage the administration of benefits online from any device and SIMON's unique billing feature aggregates all bills into a single online statement that enables one payment across all coverages and carrier types. And everything is being delivered under the Health Insurance Company's own brand.



*"We have never worked with a more capable partner than Vimly. Their products and people are exceptional and we are well on our way to realizing our strategy."* Director of Operations

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# CASE STUDY: CARRIER

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Research by:  
Alex Munoz

12121 Harbour Reach Drive  
Suite 105  
Mukilteo, WA 98275



## THE CHALLENGE

A large national Carrier found itself bound to a legacy benefits administration system that took considerable time and effort to manage. Many of their enrollment, eligibility, and payment processes were mired in paper. Moreover, it was difficult and time-consuming for brokers to generate proposals for new clients. These inefficient and cumbersome processes not only increased operational costs, it was having an adverse effect on customer satisfaction and eroding their ability to bring in new revenue.

Action was necessary. The Carrier needed to invest in modern benefits administration technology that would:

- Provide a cloud-based platform that would move them from paper to a digital solution.
- Automate enrollment and eligibility across all medical, ancillary, and service offerings.
- Simplify premium payment and billing.
- Offer a simple, intuitive self-service model in which employer and employees can easily manage and administer their benefits.
- Empower brokers with innovative technology that enables them to provide quotes to prospects in minutes instead of days.
- Deepen loyalty and increase satisfaction.

## THE SOLUTION

The Carrier adopted Vimly's flagship product, SIMON® For Employers, a proprietary automated enrollment solution designed to simplify the management of benefits for all stakeholders. Vimly offers true end-to-end technology and administrative solutions that can be quickly deployed with minimal disruption.

## THE RESULTS

By utilizing SIMON®, the Carrier was able to streamline and automate even the most complex enrollment and eligibility tasks. Thanks to digital data exchanges, paper pushing has been reduced along with its inefficiencies and costs. Employers can now easily manage the administration of benefits online from any device and SIMON's unique billing feature aggregates all bills into a single online statement that enables one payment across all coverages and carrier types. And everything is being delivered under the Health Insurance Company's own brand.



*"Vimly not only offers an exceptional product that has greatly simplified the administration of benefits for us and our partners, but they have done so with absolute integrity and excellence. They have been a pleasure to work with."*