

Group Insurance



The Guardian difference

Enrollment communications & technology

The Guardian Life Insurance
Company of America
New York, NY

guardianlife.com



Results-driven enrollment

Providing group insurance solutions that help you grow your business

A strategic approach to enrollment has become key to attracting and retaining your most valuable clients. They come with unique benefit and logistical challenges that often require an innovative approach to engaging their employees.

We offer a wealth of enrollment and technology expertise to design and execute the right strategy to create value in voluntary benefit plans that can maximize the return from a client's benefits investment.

Partnering for enrollment success:

- Identify and solve challenges to ensure the long-term health of voluntary plans.
- Take a data driven and qualitative approach to drive employee engagement and optimize participation in your plans.
- Provide ongoing stewardship of your client's plan performance.
- Make it easy to help you grow your business by offering the right enrollment solutions.



Benefit technology

We offer a broad range of technology solutions to meet all your client's needs including multi-carrier platforms for enrollment and plan administration.

Guardian-branded platforms

We offer three technology options that can engage employees and help drive optimal participation outcomes:

Guardian Anytime

- Complimentary for all Guardian products
- Fast and efficient set up in as little as 4 days
- Powerful administrative features and real-time EOI

Selerix BenSelect

- Multi-carrier enrollment
- Employee self-service or guided enrollment
- Robust reporting capabilities and real-time EOI

Common Census

- Complimentary for all Guardian products
- Preferred pricing for multi-carrier set up
- Employee self-service or guided enrollment

Ben admin & technology partners

A dedicated team of experienced professionals offer a range of technology options to meet your client's unique needs. If you have a preferred technology partner, we have established integrations with more than 300 providers. Tap into our deep operational and API integration with top ben admin and technology providers for an affordable and streamlined HR and enrollment experience for your clients.

VoluntaryWorks™ enrollment & enrollment firms

We bring a range of onsite, web-based, and 1:1 engagement options that offer personalized and focused enrollment support when needed.

Our Preferred Partner Program includes national and regional enrollment firms who provide high-quality enrollment events and can include on-going service and support.



Easy to understand communications

Effective and relevant messaging

Communicating benefits to employees is key to ensuring a successful enrollment outcome. From new hires to seasoned professionals, we provide holistic, thoughtfully-designed campaigns that inform employees about the benefits available and help them to feel empowered to select the most appropriate plans.

Making benefits selection simple and hassle-free for employees:

- Simple, conversational language
- Omni-channel content delivery
- Decision support tools
- Simplified benefits shopping journey

A proven approach to benefit communications

Our customized multi-touch, multi-channel approach helps to engage employees by giving them just the right amount of information and guiding them through their benefit choices. This approach is proven to maximize participation by using simple, easy to understand communications that employees can access where, when and how they choose.



Seamless case installation

Robust technology and experience

A flawless installation begins with our team of experienced professionals who work closely with you and your clients to ensure the plan is up and running quickly and accurately.

It starts with the right foundation:

- Platforms — fast and accurate connections with your preferred technology partner
- Data — quickly transfer enrollment data via a secured integration with EDI and API
- Integration — real-time, online EOI, as well as convenient, single slot billing options

Your partner in enrollment success

It's never been more important to have the right partner to help you grow and strengthen your client portfolio. We're committed to continuing to provide the expertise, products, and innovative thinking that you've come to expect from us.

Together, we'll bring solutions that create value for you, your clients and their employees.

Group insurance solutions that help you grow your business

Innovative solutions: We provide creative, data-driven solutions to help meet your client's benefit enrollment needs. Let us help you elevate your enrollment options and help drive growth in your business.

Data-driven results: Partnering with you to leverage data to identify the right voluntary growth opportunities that drive long term success.

Technology & operational excellence: Leverage our deep experience in benefits technology to bring cost effective and powerful administrative and enrollment solutions to enhance your business.

To learn more about Guardian's enrollment and technology capabilities contact your Guardian Enrollment & Technology Consultant or Distribution Partner.



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