Sink or Swim

Riding the Tidal Wave of Technology in Benefits
Topics

- How we got here
- Education
- Enrollment
- Engagement
- Analytics
Benefit management in 2005
Benefit management in 2015
Why now?

- New generation of workers
- Compliance
- HR Management
- Mobile
- Enrollment Systems

Adapted from Employee Benefit Adviser – May 1, 2015
Gamechangers

- 2007 iPhone launched by Apple
- Today: there are more smartphones in America than adults
- 1.5B apps in the app store, downloaded at least 75B times

These two retail giants have a huge impact on how we engage our benefits. We want it to be **cool** and **fun**; we want options; and, we want it to be **easy**.
64% of US adults own a smartphone

30% get educational content online

62% look up a health condition

57% conduct online banking

83% of US Adults <50 are considered smartphone dependent.
Education

• At their finger tips – on the road, at work or at home
• On their own time
• Interactive or electronic
Enrollment Support

Medical

Who am I enrolling?
- Myself
- Jane Riordan (Spouse)

Help me choose a plan
- Things to Consider
- Decision Support

BCBS HMO
- $78.85 Effective on 06/14/2015
- Employee

BCBS PPO
- $28.85 Effective on 06/14/2015
- Employee
## Plan Transparency

<table>
<thead>
<tr>
<th></th>
<th>BCBS HMO</th>
<th>BCBS PPO</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Medical</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>General Provisions</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deductible: Individual</td>
<td>1000</td>
<td>2000</td>
</tr>
<tr>
<td>Deductible: Family</td>
<td>2000</td>
<td>4000</td>
</tr>
<tr>
<td>Maximum out-of-pocket: Individual</td>
<td>4500</td>
<td>6000</td>
</tr>
<tr>
<td>Maximum out-of-pocket: Family</td>
<td>9000</td>
<td>12000</td>
</tr>
<tr>
<td><strong>Copays &amp; Coinsurance</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Primary Care Physician</td>
<td>20</td>
<td>Subject to Deductible</td>
</tr>
<tr>
<td>Specialists Physician</td>
<td>40</td>
<td>Subject to Deductible</td>
</tr>
<tr>
<td>Laboratory Services</td>
<td>Subject to Deductible</td>
<td>Subject to Deductible</td>
</tr>
<tr>
<td>Referral Required for Specialists</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Chiropractic Care</td>
<td>Subject to Deductible</td>
<td>Subject to Deductible</td>
</tr>
<tr>
<td>Urgent Care Facility</td>
<td>Subject to Deductible</td>
<td>Subject to Deductible</td>
</tr>
<tr>
<td>Hospitalization: Inpatient</td>
<td>Subject to Deductible</td>
<td>Subject to Deductible</td>
</tr>
<tr>
<td>Hospitalization: Outpatient</td>
<td>Subject to Deductible</td>
<td>Subject to Deductible</td>
</tr>
<tr>
<td>Hospitalization: Emergency Room</td>
<td>150</td>
<td>Subject to Deductible</td>
</tr>
<tr>
<td><strong>Prescriptions</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prescription Deductible</td>
<td>0</td>
<td>Subject to Deductible</td>
</tr>
<tr>
<td>Generic</td>
<td>5</td>
<td>Subject to Deductible</td>
</tr>
</tbody>
</table>
### Decision Support

#### Help Me Choose a Plan

| Category                        | Importance
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Referrals</td>
<td>0</td>
</tr>
<tr>
<td>- I'm OK with a plan that requires me to pick a doctor or get an “OK” to see a specialist</td>
<td>-</td>
</tr>
<tr>
<td>- A plan which allows me to go directly (without a referral) to any doctor participating with the plan is important to me</td>
<td>+</td>
</tr>
<tr>
<td>Doctor selection</td>
<td>0</td>
</tr>
<tr>
<td>- I am OK with a plan that limits my selection of physicians and hospitals</td>
<td>-</td>
</tr>
<tr>
<td>- I prefer to be able to visit any hospital or physician even if it costs more</td>
<td>+</td>
</tr>
<tr>
<td>Payroll Cost</td>
<td>0</td>
</tr>
<tr>
<td>- I prefer a lower plan cost and am OK paying more at the time of care</td>
<td>-</td>
</tr>
<tr>
<td>- I am OK with paying more each pay period for a higher quality plan</td>
<td>+</td>
</tr>
<tr>
<td>In-network cost for routine care</td>
<td>0</td>
</tr>
<tr>
<td>- I prefer paying less at the time of care</td>
<td>-</td>
</tr>
<tr>
<td>- I am OK with paying for some or all of my service at the time of care up to certain plan limits</td>
<td>+</td>
</tr>
<tr>
<td>Rate the overall health of the people on this health plan</td>
<td>0</td>
</tr>
<tr>
<td>- Regardless of my overall health, care options are more important than costs</td>
<td>-</td>
</tr>
<tr>
<td>- Very Healthy: No health problems or well controlled condition(s)</td>
<td>+</td>
</tr>
<tr>
<td>- Average health: Moderate health problems, Requires regular doctor care to watch or control a problem</td>
<td>+</td>
</tr>
</tbody>
</table>
Private Exchanges

Components of a Private Exchange:

1. A defined contribution strategy
2. Multiple choice of health plans
3. Portfolio of ancillary products
4. Decision support tools
5. Online system

67% of employers believe private exchanges will be a viable alternative

71% of employers want to see evidence that a private exchange can deliver greater value

Centralized, Consistent Communications

The Sentinel Scoop!

Email: sentinelcoo@sentinelgroup.com with your upcoming Sentinel news, updates, or any exciting information so it can be posted & communicated here.

Running a 5K? Let us know!

Going off-site to meet with a client or heading to a different office? Share the news!

JUNE 2015

June 1 - 2015 SSAE16 Audit
Auditors visiting the Wakefield location to perform their annual audit, which may last up to three weeks. Contact Liz Maglione with any questions.

June 18 - Sentinel Connects: Taranta Cooking Class
6 pm - 9 pm
At Taranta Restaurant in the North End.

COMING UP...
Sentinel Scoop to Think About
August
Going Mobile

- Insurance ID Card
- PCP Lookup
- Online Enrollment
- Investment Management
- Claim Submission
- Virtual Benny Card (Apple Pay)
- Retirement Planning
- FSA Shopping
Gamification

Gamification is the concept of applying game mechanics and game design techniques to engage and motivate people to achieve their goals...which revolve around the idea of status and achievement.

- **215 MILLION**
  - Hours spent gaming each day

- **>350 COMPANIES**
  - Launched major gaming projects since 2010

- **61 PERCENT**
  - Of CEO/CFOs game at work

Source: TechnologyAdvice
Gamification
Data is King!

“From the dawn of civilization until 2003, humankind generated five exabytes of data. Now we produce five exabytes every two days…. And the pace is accelerating.”

Eric Schmidt, Executive chairman
Business is Buying It

44% of executives feel analytics are strongly supporting or driving strategy

5% saw more production

6% saw more revenue

Big Data in Benefits

Data Aggregation

Tiering Options

Cost
Personalized Expense Management

Medical Claims and Premiums

Debit Card Transactions

Receipts and Expenses

CDH Payments Reimbursements Pay the Provider
“I fear the day that technology will surpass our human interaction. The world will have a generation of idiots.”

Albert Einstein
It's not all about tech

- 74% Want 1:1 Meetings
- 67% Want Group Meetings
- 66% Want web or written content
Thank you