



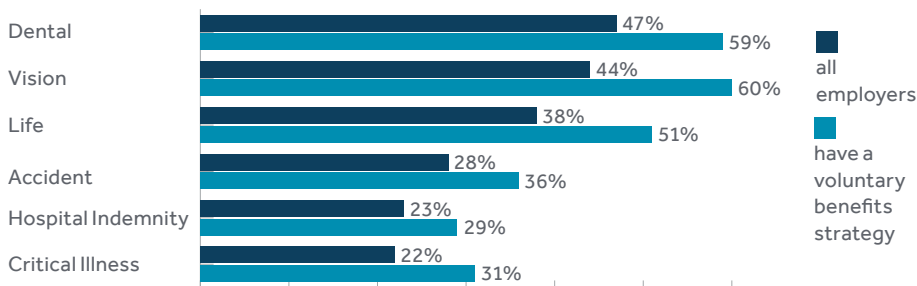
Optimize your Enrollment with Guardian

Let us help you develop and execute an enrollment strategy to meet your employees' needs.

Guardian Enrollment Solutions

An effective enrollment strategy engages employees, gives them education options, and simplifies the election process

Voluntary benefits strategy can increase participation by over 25%*



Enrollment system optimization

These best practices help ensure an optimal enrollment experience for employees, driving employee and employer satisfaction:

- Require screen by screen navigation to check out
- Pre-load inforce elections (when applicable)
- Link product flyers/videos on the page to which they apply
- Sequence products strategically to show how they work together to protect employees:
 - Medical
 - Supp Health
 - Disability – link to EOI
 - Life – link to EOI
 - Dental/Vision
- Include digital or 1x1 decision support
- Minimize the need to scroll
- Keep language simple

We can help!

Our Enrollment Strategy Consultants will work with you and your clients to develop and execute a holistic enrollment strategy designed to maximize awareness and participation.

Contact your Guardian Sales Representative for any additional questions



Engage

Omni-channel pre-enrollment communications



Educate

- Live and recorded ON24 webinars and resource center
- Nayya online decision support
- VoluntaryWorks virtual and in-person 1x1 meetings (<250 lives only)
- Product videos & flyers in English & Spanish
- Call center support



Elect

- Enrollment system optimization guidance

**The Guardian Life Insurance
Company of America**

guardianlife.com

New York, NY

2021-126600 (09-23)

*Based on 2019 voluntary participation rate. Guardian® is a registered service mark of The Guardian Life Insurance Company of America. ©Copyright 2021 The Guardian Life Insurance Company of America, New York, N.Y. Nayya is an independent, third party service provider that is neither a subsidiary nor affiliate of The Guardian Life Insurance Company of America. Guardian is neither responsible nor liable for services, advice or recommendations made by Nayya.