



1MOBILE SUCCESS STORY: BENEFIT STRATEGIES, LLC

Company:
Headquarters:
Established:
Website:
Phone Number:

Benefit Strategies, LLC
Manchester, New Hampshire
1989
www.benstrat.com
888-401-3539



PROFILE

A proven national third party administrator, Benefit Strategies, LLC has more than 25 years of experience in benefit administration. Its clients – which range in size from 10 to 100,000 employees – consist of governmental entities including towns, cities, counties; school districts and state agencies; and a wide variety of both for-profit and non-profit organizations, including: Commonwealth of Massachusetts Group Insurance Commission, Commonwealth Transportation Benefits, Young & Rubicam Group, Swarovski, and Ogilvy.

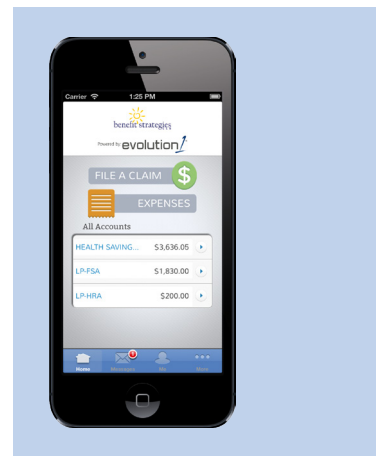
SITUATION

For Benefit Strategies, adding a mobile solution was a necessity: clients were repeatedly requesting it. While in theory adding such a solution may seem simple enough, the company found itself in a unique situation. Because of an acquisition, Benefit Strategies – a longtime Evolution1 Partner – not only had clients on the Evolution1 platform, but also on the platform of another benefits administration provider. Opting not to deploy mobile solutions from both companies, Benefit Strategies was faced with deciding which solution was better for itself – and ultimately for its clients.

“1Mobile had solid functionality, better pricing, and more participants, so we were already leaning toward it,” says Bethany Smith, executive vice president at Benefit Strategies. “The fact that we could brand the solution as our own was the deciding factor.”

The company introduced 1Mobile to its clients in December of 2010. Since then, the other platform has been retired, with those clients moving to the Evolution1 platform and 1Mobile. The feedback has been overwhelmingly positive.

“The self-service numbers are higher than we ever thought possible,” Bethany says. “Customer satisfaction is priceless, and 1Mobile is available 24/7. Our clients love it.”



With 1Mobile, consumers can view their HSA, FSA, and HRA account balances and details, track expenses, submit healthcare account claims, and capture, store, and send receipts anytime, anywhere on any iPhone, Android, or tablet device.

SOLUTION

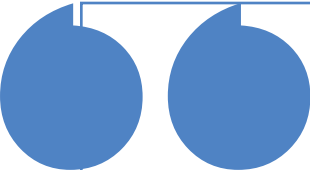
The proof, as the adage goes, is definitely in the numbers: Benefit Strategies' call numbers remain at constant levels despite annual growth in participant counts. 1Mobile averages about 11,000 log-ins per month. "That's 11,000 people that aren't calling us each month," explains Bethany. "Without 1Mobile, we would need at least six additional people in our call center."

1Mobile enables consumers to view health savings accounts (HSAs) – as well as flexible spending accounts (FSAs) and health reimbursement arrangements (HRAs) – account balances and details, track expenses, submit healthcare account claims, and capture, store, and send receipts anytime, anywhere on any iPhone, Android, or tablet device. Consumers may also sign up online to receive account alerts via text message to a mobile device.

"The solution is so user-friendly and intuitive," says Bethany. "The most common question people have is 'what's my account balance?'. With 1Mobile, they can quickly find the answer on their phone or tablet."

Bethany notes that similar in how people got comfortable with performing banking functions from their phones or tablets, consumers are getting more and more comfortable in taking care of healthcare paperwork from their phones or tablets. As the functionality of 1Mobile is enhanced, the more participants look to it for easy answers and information on their accounts. Indeed: In 2012, Benefit Strategies had 30,052 participants log into the app; 2014 saw more than 136,300 participants log in, with more than 1,000 new users each month.

For Bethany and Benefit Strategies, Evolution1's vision to simplify the business of healthcare is evident. "Our goal is to give our clients a simplified user experience," Bethany concludes. "1Mobile and Evolution1 enable us to do exactly that."



Customer satisfaction is priceless, and 1Mobile is available 24/7. Our clients love it.

– **BETHANY JO SMITH**
EXECUTIVE VICE PRESIDENT
BENEFIT STRATEGIES, LLC

1MOBILE SUCCESS STORY: BENEFIT STRATEGIES, LLC



www.evolution1.com