

## CASE STUDY

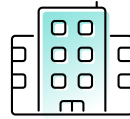
# West Tennessee Healthcare

As one of the most tech-forward healthcare systems in Tennessee, West Tennessee Healthcare needed a benefits solution that matched the level of innovation it offered its patients to its employees. With the goal of a successful active enrollment, West Tennessee sought to update its technology, consolidate its benefits offerings within a single platform, and effectively communicate to employees to drive year-round engagement.

## ABOUT WEST TENNESSEE HEALTHCARE



Large, not-for-profit healthcare system in greater Tennessee



Headquarters:  
Jackson, TN

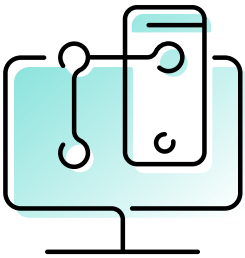


Employees:  
7,000+ nationwide  
(6,000 under the medical plan)



## The challenge

Originally established out of necessity for a modern hospital during World War II, West Tennessee Healthcare is one of the largest healthcare systems in the greater Tennessee area. Its internal HR teams utilized a traditional enrollment system for years, using outdated paper processes and separate platforms that made it hard for employees to easily access their benefits. West Tennessee knew it needed to consolidate its benefits offerings and innovate its technology to drive engagement, educate employees on new plan offerings and changes, and reach people how and when they wanted to be reached.

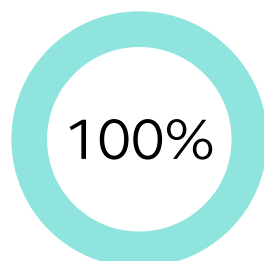


## A timely tech refresh

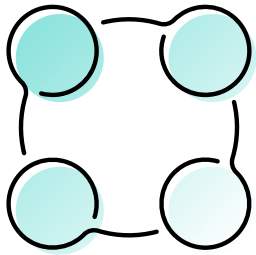
West Tennessee Healthcare partnered with Alight in 2020 to upgrade its benefits technology and drive employee engagement. Alight's benefits administration provided additional guidance and educated employees on:

- Differences in options and plan tiers.
- What types of plans they were currently enrolled in.
- Company contributions to medical premiums.
- How to access and review their HSA/FSA contributions, and more.

The new solution also consolidated most of West Tennessee Healthcare's benefits on a single platform, making the information easier for employees to access and understand. When annual enrollment arrived, the HR team consolidated all of employees' benefits offerings — including voluntary benefits — onto one platform.

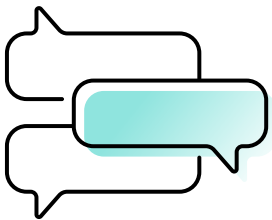


**100%** of post-enrollment employees responded that they felt as though they were provided with the necessary information to have a good understanding of their benefits offerings



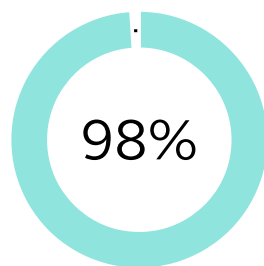
## An extension of the team

West Tennessee Healthcare’s HR department experienced immediate relief as they were no longer overwhelmed with a legacy system and outdated technology. They began to see Alight as an extension of their own team and relied on their expert guidance and call center support to help transition employees to the new platform.



## An added benefit

Recognizing Alight’s capability to accommodate a variety of its benefits needs, West Tennessee Healthcare took it a step further and implemented Alight Benefits Guidance (ABG) for its employees to support annual enrollment. ABG provided employees access to a personalized, one-on-one session with a certified counselor — either in-person or over the phone — to discuss benefits packages and information. The sessions allowed employees to better understand West Tennessee Healthcare’s comprehensive offerings and recognize just how beneficial they were in the competitive market. It also enabled employees to discuss their current benefits options and identify which plans made sense for their type of family, preferences and life situations.



**98%** of employees surveyed felt the counselors provided necessary information to have a good understanding of the benefits offered

“The counselors were great to work with as well and were always willing to jump in at any time. Thank you for all your time and effort.”

**Rhonda Taylor, Benefits Administrator at West Tennessee Healthcare**



## Checking multiple boxes

West Tennessee Healthcare's partnership with Alight benefited not just their initial annual enrollment, but their employee experience in general. The Alight team used various means of unique communication tactics, from electronic benefit guides, postcards, digital screens, emails blasts, videos and more, to reach employees on their own terms and within their preferred channels. By combining best-in-class technology with personalized support of a benefits counselor, employees had access to everything they needed to make informed, optimized benefits decisions and stay engaged year-round.

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If you're ready to upgrade your benefits administration technology and drive employee engagement across one consistent platform, we can help.

**Let's talk**

### **About Alight**

With an unwavering belief that a company's success starts with its people, Alight Solutions is a leading cloud-based provider of integrated digital human capital and business solutions. Leveraging proprietary AI and data analytics, Alight optimizes business process as a service (BPaaS) to deliver superior outcomes for employees and employers across a comprehensive portfolio of services. Alight allows employees to enrich their health, wealth and work while enabling global organizations to achieve a high-performance culture. Alight's 15,000 dedicated colleagues serve more than 30 million employees and family members. Learn how Alight helps organizations of all sizes, including over 70% of the Fortune 100 at [alight.com](https://alight.com).