



# 3 key ways to *deliver* an **INTUITIVE & CONNECTED** **Benefits Technology Experience**

In an average 17 minutes (about half the time it takes to have a pizza delivered), employees make benefits decisions that affect their health and finances for an entire year.

However, the right benefits technology maximizes that time to offer decision support, point-in-time education, communication and engagement, plus guide employees through enrollment – with time to spare.

The right tech platform has these three critical employee-experience elements:



employees make benefits decisions that affect their health and finances in less time than pizza delivery



## INVITING

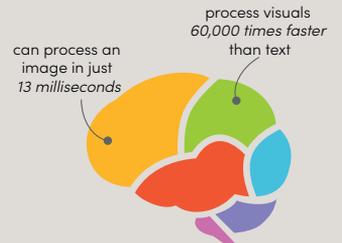
The employee experience on the Empyrean Platform<sup>SM</sup> offers you a configurable choice of five image palettes: including landscapes, illustrations, and real-life employees like yours. Choose the one that will resonate with your employees and draw them into their benefits experience. The platform also meets international web accessibility standards for differently abled users to interact with the platform with confidence, ease, and success.



## INTUITIVE

With just 17 minutes to work with, the Platform streamlines your employees' enrollment to make each second count. Fewer pages, fewer clicks, clear and strategically placed calls to action make it easier for your employees to see benefits at a glance, plus view and compare coverage and dependents.

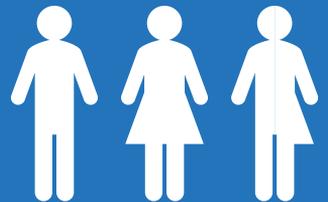
It also features enhanced visual cues to guide your employees through the selection process, in less time with greater understanding.



## INFORMATIVE

With personalized point-in-time information, relevant age- and gender-specific health/financial messaging from our ecosystem of benefit partners – plus event-specific messaging related to your plans – the Platform creates an experience employees will see as “just for me,” while providing information that’s “just in time.”

Our recommendation engine Pilot<sup>SM</sup> and engagement and education system Pilot+<sup>SM</sup> provide even fuller information for your employees to select their “best match” benefit plans, plus claims analysis to help them use those plans efficiently and cost-effectively.



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