

Attracting and retaining talent with the help of Benefits Toolkit – empowering employees to select the health plan most appropriate for their individual needs.



# client case study

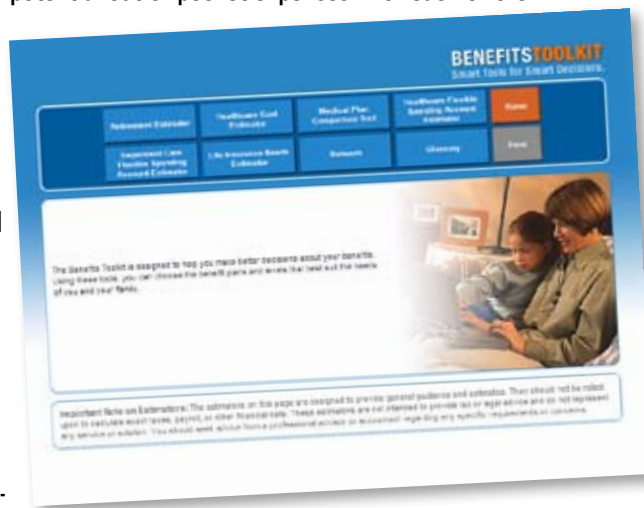
Benefits Toolkit – Online Decision Support Tool

**Background** A healthcare organization was implementing a consumer-driven health plan and wanted to empower their employees with a self-service decision support tool to help them identify, select, and enroll in the health plan most appropriate for their individual needs.

**Challenge** Findley Davies worked to assist the client in their effort to engage employees as healthcare consumers by developing a web-based healthcare cost comparison modeling tool, which included spending account and life insurance needs calculators, and a dynamic comparison tool.

**Findley Davies' Solution** Findley Davies developed BenefitsToolkit.com, a decision support tool that helped the client's employees make better decisions about their health care coverage. Benefits Toolkit guides users through a series of straight-forward questions, focusing on their expected use of healthcare services for the coming plan year. Employees indicated anticipated procedures or previous year usage – such as knee surgery, pregnancy, well-care doctor visits, or prescription use. This information was then linked to an extensive healthcare database to allow the employee to see the expected cost of these services.

**Results** BenefitsToolkit provided the employee with an online, side-by-side comparison of their potential out-of-pocket expenses with each of the employer's offered plans, including HMO, PPO, POS, or Consumer Directed Health (CDH) plans. This decision support tool also accounted for an employee's monthly health-care contributions, co-pay expenses, and funds allocated to Flexible Spending Accounts and HSAs.



BenefitsToolkit enabled the client's employees to make sound and informed decisions based on their individual healthcare needs.

**About Findley Davies**  
Since 1969, Findley Davies has been working with companies who are interested in maximizing their HR effectiveness. The Firm specializes in helping clients attract and retain the best talent, enhance their financial performance, and structure solutions that drive and manage organizational change. Findley Davies prides itself in providing clients with tools and solutions to manage the challenges and changes clients face everyday; while helping clients maintain a competitive advantage in the marketplace. For more information, please visit our website at [www.findleydavies.com](http://www.findleydavies.com) or contact us at:

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