

Communication and Engagement IS Paramount: Maximize Your **ENROLLMENT** Success!



voluntary™
d!srupt!on

Employee Benefits. *Enhanced.*

Eric Silverman

Founder and Owner
Voluntary Disruption
Monday, June 26, 2023
3:00pm - 3:45pm CT



Eric Silverman

Founder and Owner of Baltimore Maryland based Voluntary Disruption (VD) is considered one of the most recognized authorities and disruptive forces in 'Enhanced' employee funded benefits (the industry formerly known as "voluntary").

Eric is widely known as a subject matter expert with more than 20 years of employee benefit sales, marketing, management and recruiting experience.

Eric launched the #RockstarsRocking podcast in the summer of 2020. Since launch, there have been more than 90 episodes and 10's of thousands of downloads.

He is also a contributing author to the Amazon Best Selling employee benefits book, "Breaking Through The Status Quo."

Perception = Reality

FORTUNE
500



GLOBAL 1000
SUSTAINABLE PERFORMANCE LEADERS

Our Goal is to Have Your Employees View Your Company's Benefits Package as Greater Than a Fortune 500 and Global 1000 Company.

What's Your "WHY"? Here's Mine.

"...after a personal tragedy, I realized my employees saved our business. I decided to focus my attention on bettering the lives of employees by providing them with better access to higher quality healthcare, all while driving down their costs... **WITHOUT MY EMPLOYEES, I HAD NO BUSINESS!**"

- Jim Blachek, Founder, The Benefits Group



DISCUSSION TOPICS CENTERED AROUND...



Marketing to Your Existing Employees

DISCUSSION TOPICS CENTERED AROUND...

"As a stand-up comedian, you must master that attention span dynamic of an audience," he said. " You've got to get their attention and hold it. That's what you have to do on the Internet to survive."

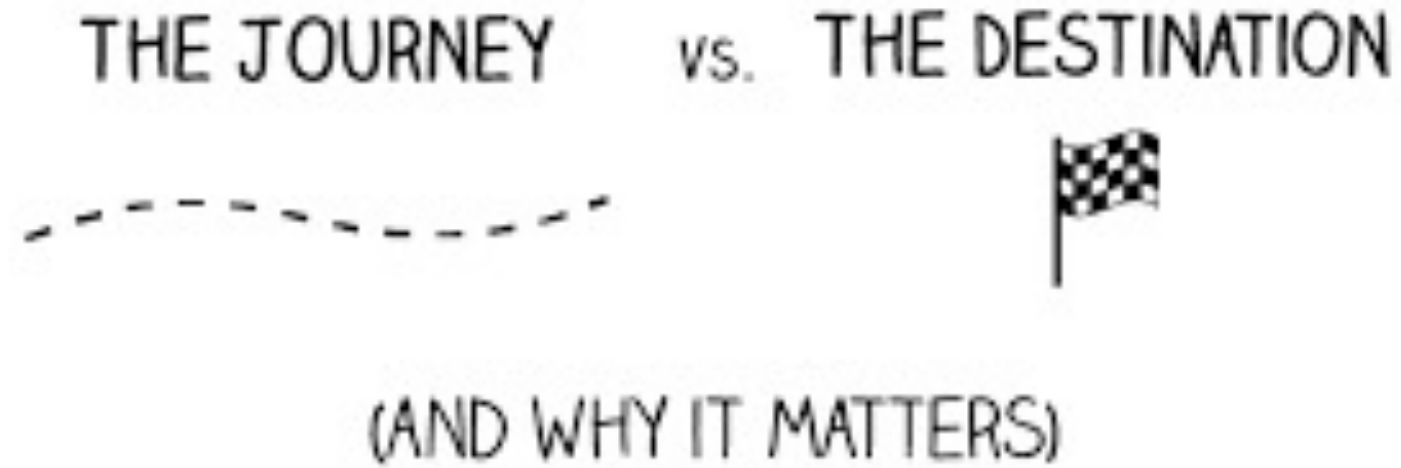
- Jerry Seinfeld

"The Medium is the Message"

- Marshall McLuhan



DISCUSSION TOPICS CENTERED AROUND..



SMARTBEN COMMUNICATION STRATEGIES



RINGLESS VOICEMAIL No Dial™

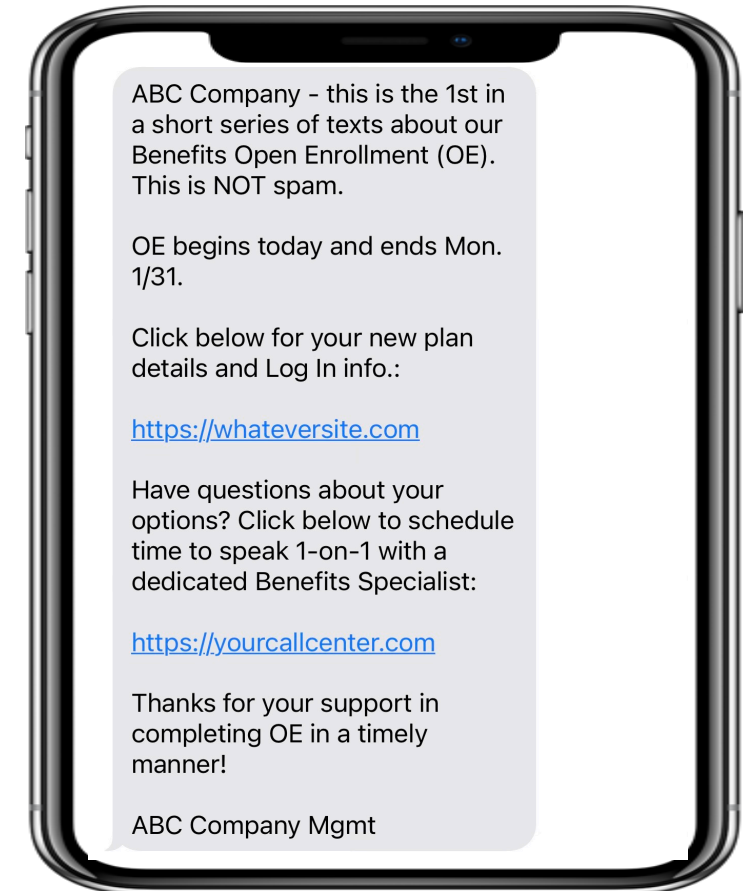
-  NO Missed Call Alert
-  NO Ringtone
-  Text-to-Speech Supported
-  50% open rate + 30% call-back



SMARTBEN COMMUNICATION STRATEGIES

**THE AVERAGE
PERSON RESPONDS
TO A TEXT MESSAGE
WITHIN 90 SECONDS.**

SMS MARKETING STATS



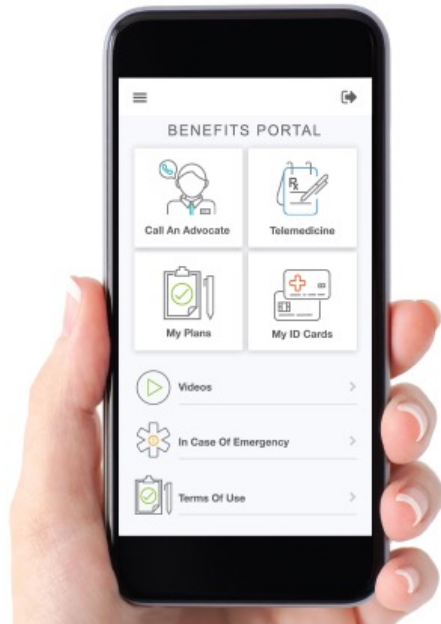
SMARTBEN COMMUNICATION STRATEGIES

Ask For Your Own Channel and Access to Post/Monitor. Same With Email.



SMARTBEN COMMUNICATION STRATEGIES

An All-in-One Employee Benefits App



Our New Benefits Mobile App offers one-stop convenience to **Call a Concierge**, manage your benefits, and more!



Link to all benefits information & contacts
Call the right people with questions. No more doubts!



Call a Concierge
One touch access to a specialist to help with all your questions.



Get plan details
All medical, dental, and vision insurance plan information in one place.



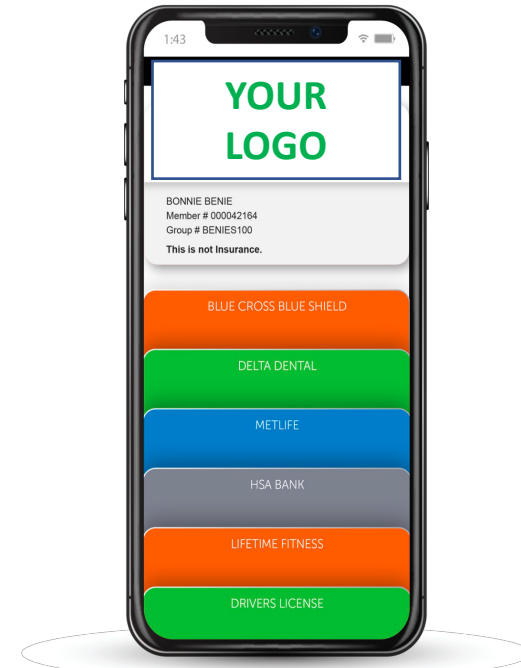
Store ID cards
ID Cards stored in one place & sent seamlessly to the doctor.



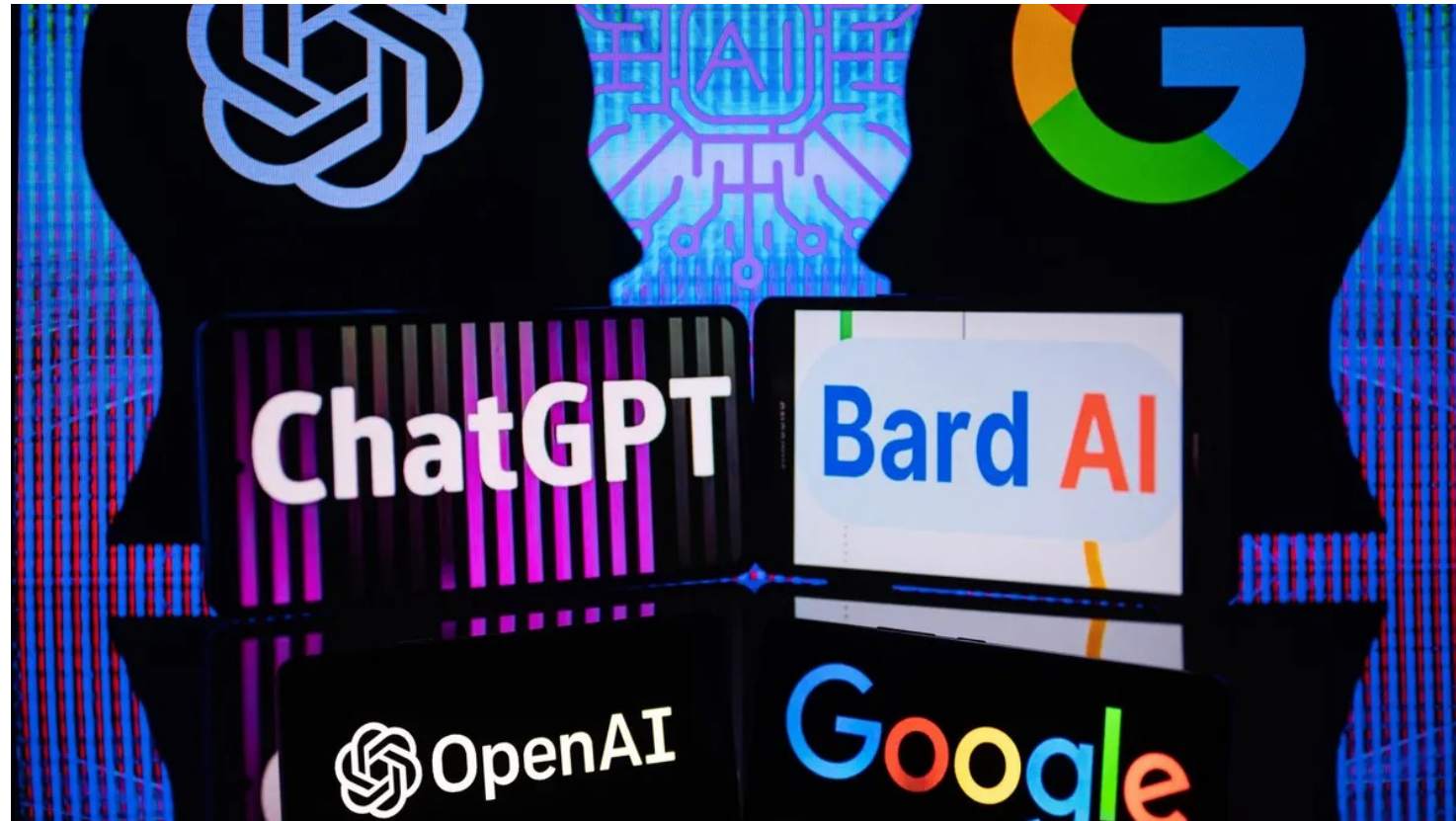
Cheaper Rx
Save up to 70% on Rx through a network of licensed, international pharmacies.



Much, much more
Benefit communications, find providers, etc.



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Employer Video Marketing



BENCHMARK
HUMAN SERVICES

An Important Message From
Our President, Doug Beebe

(Doug Beebe speaking) Hello everybody.
It's open enrollment time again.



Pam Reipold
An Important Message from Our Exec. VP

This year's Benefits Open Enrollment is starting very soon, and we've spent a

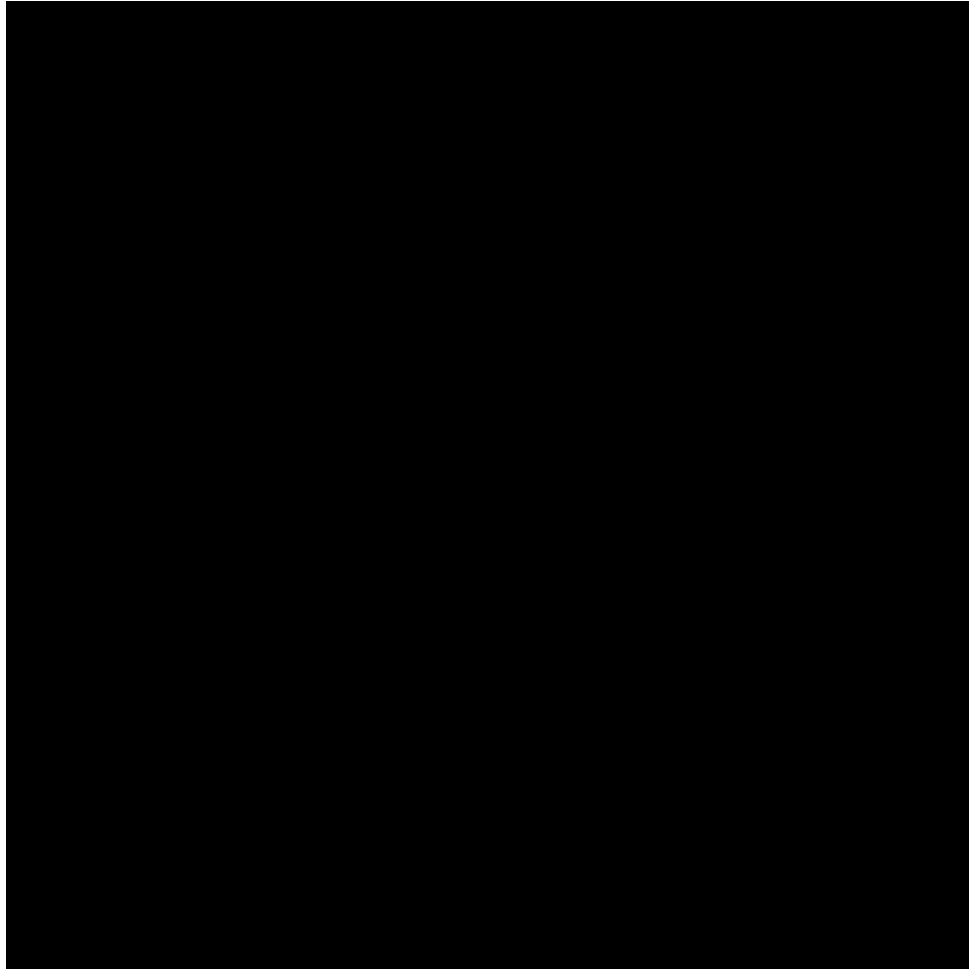


PRAIRIE BAND
CASINO & RESORT

An Important Message From
Our Director HR, Ruth Harjo

Stay tuned via text message

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Single Landing Page To House All Links – 24/7/365



@RockstarsRockingPodcast

RockstarsRocking.com

YouTube

Apple

Spotify

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Single Landing Page To House All Links – 24/7/365



We Care For What You Love
Employee Navigator Company ID: savatree (Case Sensitive)

Watch a Brief Open Enrollment Announcement from Valerie Maziarz,
Director of HR

ENROLL HERE - Employee Navigator

Employee Assistance Program (EAP) - Plan Overview Flyer

**Programa de Asistencia al Empleado - Cómo Funciona la Consejería -
Folleto en Español**



@inssupermarket
Employee Navigator Company ID: InsuranceSupermarket (No
spaces & Case Sensitive)

Aetna Member Welcome Guide – Portal Access & ID Card
Retrieval Info.

Guardian – Find A Provider & Your ID Cards

Guardian Dental Assistance Contact Guide

Guardian Dental/Vision – Online Portal Registration Link

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Self-Serve Online Enrollment via the “Amazon of Benefits”

bswift®


businessolver®

ease

 **employee**
NAVIGATOR

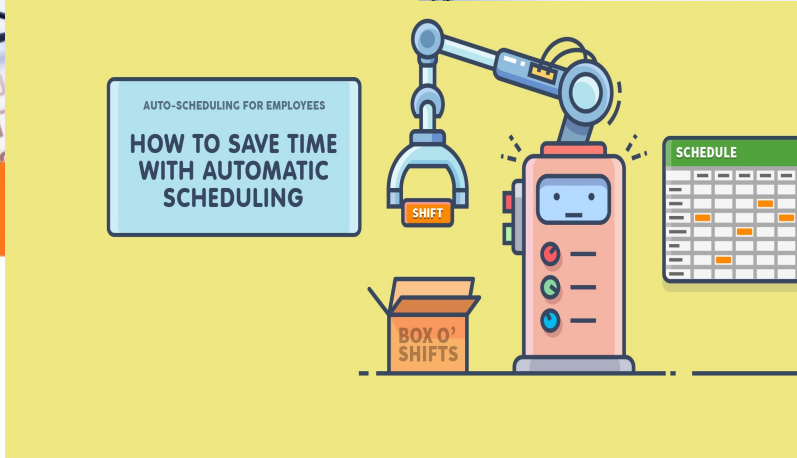
PLANSOURCE®

selerix 

...and many,
many more

SMARTBEN COMMUNICATION STRATEGIES

On-Demand Call Center Enrollment Support



SMARTBEN COMMUNICATION STRATEGIES

Social Media



SMARTBEN COMMUNICATION STRATEGIES

Video and/or Audio Podcasting



For Prospecting
and/or
Employee Engagement

SMARTBEN COMMUNICATION STRATEGIES

Highlight Prospects, ER Clients, &/or EE Clients

DEREK WINN
Episode 1

BEN CONNER
Episode 4
Coaching Girls Basketball and the Value of Teambuilding
www.rockstarsrocking.com

EMMA FOX
Episode 9
Failure and Shame

DEB AULT
Episode 16
Bootstrapping her Business from an 8x10 Bedroom
www.rockstarsrocking.com

MEGAN CHIARELLO
Episode 18
Marketing 101

DAVID CONTORNO
Episode 26
Our Healthcare System Is NOT Broken

MARSHALL ALLEN
AUTHOR OF "NEVER PAY THE FIRST BILL"

HEIDI & REID RASMUSSEN
CO-FOUNDERS, FRESHBENES

NELSON GRISWOLD
MANAGING DIRECTOR, NEXTGEN BENEFITS

EUGENE STARKS
PRINCIPAL, ACUTY GROUP
PRESIDENT, NAHU

DAVE CHASE
CO-CEO, HEALTH ROSETTA

JENNIFER BERMAN
CEO, MZO CONSULTING

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**Check Out My Demo
Site In Real-Time:**

SingleStopBenefits.com



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 English  Spanish

[Home](#) [New Hires](#) [Benefits](#) [HR Resources](#) [Contact Us](#)

Welcome to your Company Benefits Portal.

Your benefits are an important part of your total compensation, so we invite you to familiarize yourself with details of these plans and encourage you to seek clarification when necessary.

[View Benefits](#)

Open Enrollment Guide 2019

Watch later Share

- ✓ A review of your benefit plan changes for this year
- ✓ Open Enrollment meeting details
- ✓ Additional resources to guide you through your benefit options

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Benefits at a Glance

When you have questions or need details about benefits, HR, or our company the Benefit Portal is open 24/7 to help.

[View Benefits](#)



Online Enrollment

View and make important changes to your benefit elections anytime. Access your benefits elections, payroll deductions and more anytime you need it.

[Benefit Access](#)



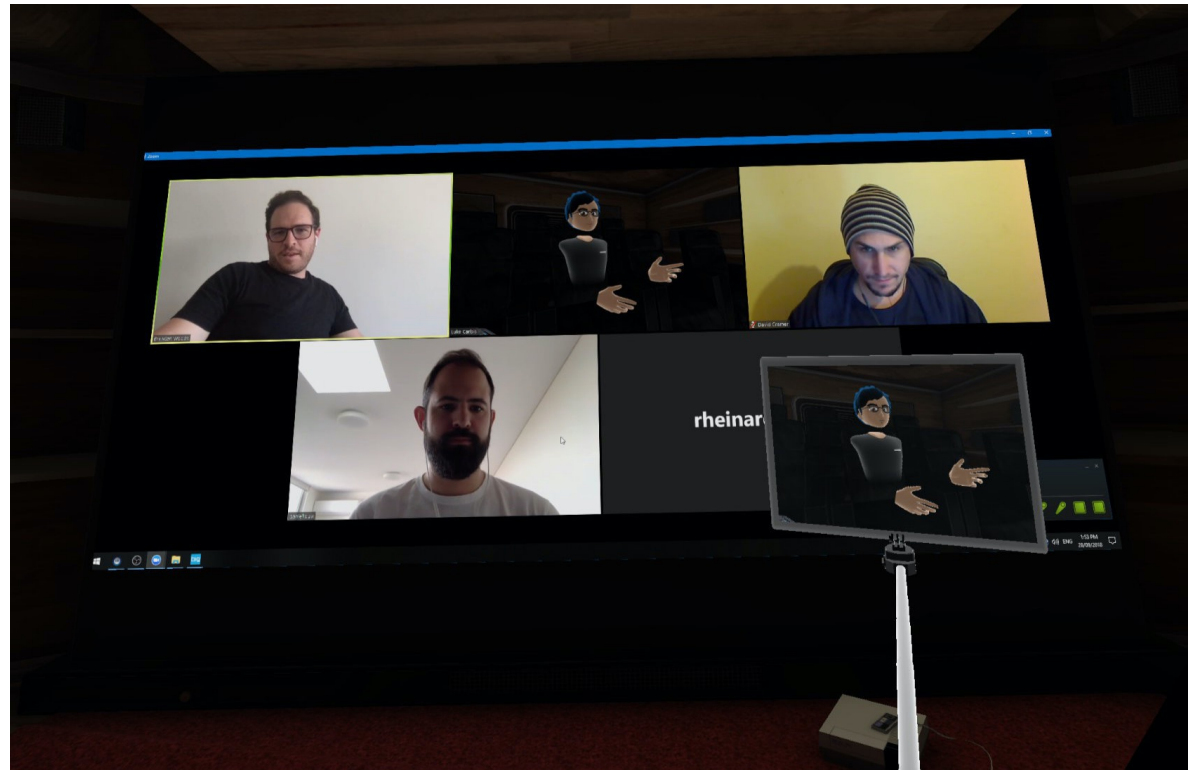
Understanding Your Benefits

Click on the video above to learn more about your benefits.

[Watch Video](#)

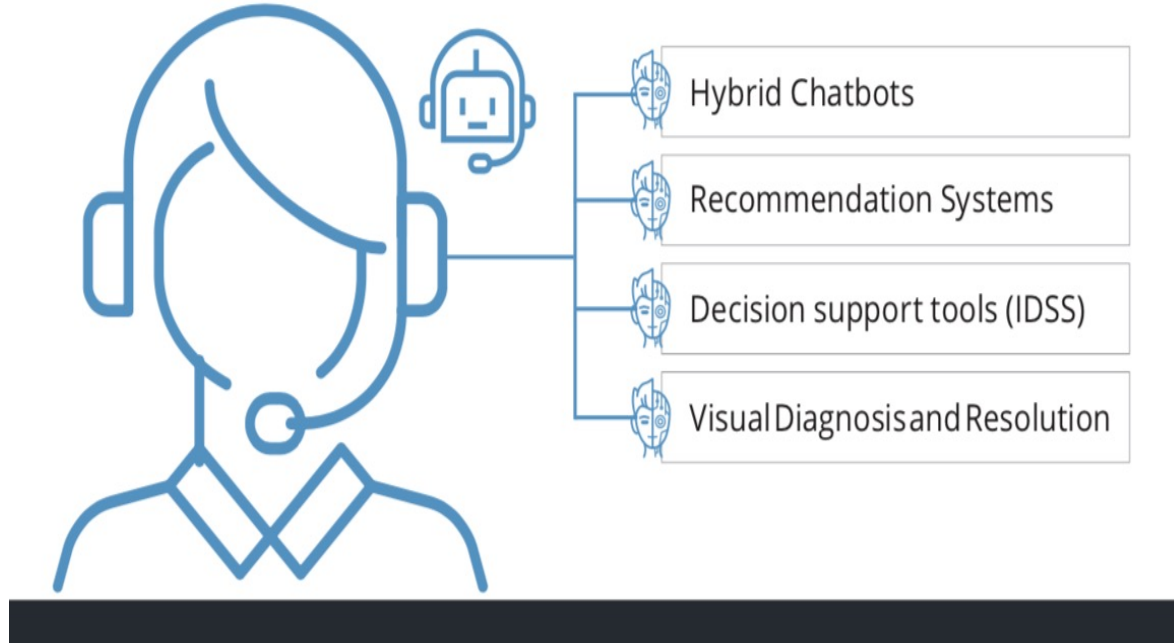
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Live and/or Pre-Recorded Employee Meetings



SMARTBEN COMMUNICATION STRATEGIES

A.I. Decision Support Tools



Multi-Language VR 3D Avatars



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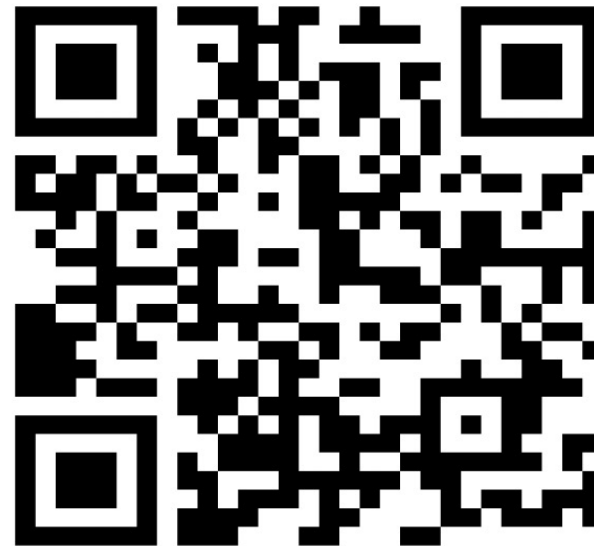
funding options

- **Employer**
- **Employee**
- **Adviser/Broker**
- **Carrier/Solutions Provider**
- **Enhanced Benefits Comp.**
- **Hybrid of Many**

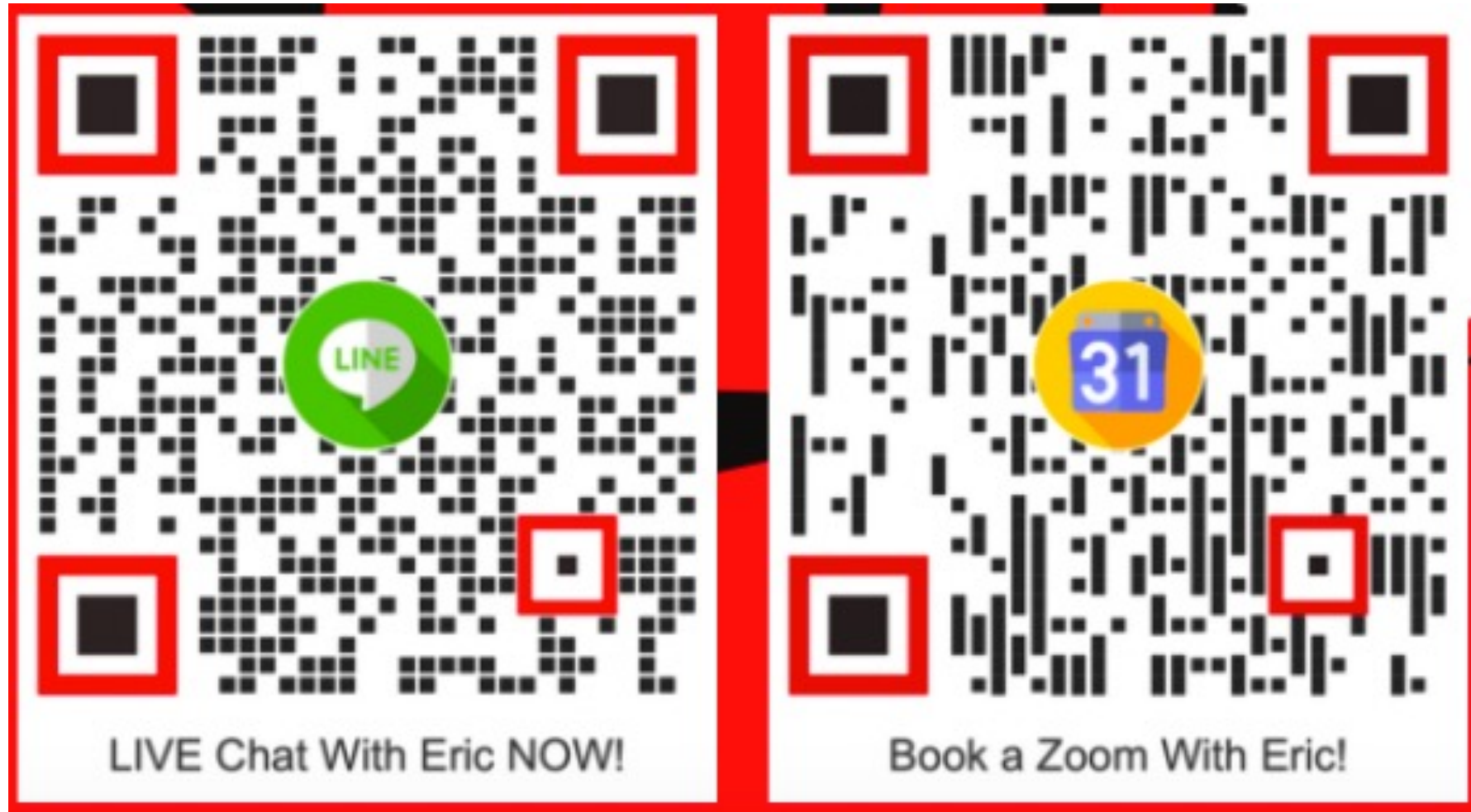
DID YOU FIND ANY VALUE AT ALL TODAY?



It Would Mean The World To Me If You Would Please SUBSCRIBE to My #RockstarsRocking Podcast. Please Leave a Short-Written Review... *aaand...* 5-Stars Would Totally Rock!



DID YOU FIND ANY VALUE AT ALL TODAY?





Lets
connect...

Thank You!



Eric Silverman

443.676.0340 text/voice

On LinkedIn:

[linkedin.com/in/SilvermanEric](https://www.linkedin.com/in/SilvermanEric)