

CASE STUDY

Beyond Benefits: The Rollout of the BCBS Coupe PPO Plan at RRD

CHALLENGES SNAPSHOT

- **Shifting to a new plan:** The current Copay Value plan was discontinued, making it essential to seamlessly switch employees to a comparable plan without interrupting coverage.
- **Educating employees:** Employees needed guidance to understand the new plan's features and make confident decisions.
- **Balancing costs:** The new health plan had to fit within the company's budget while still providing meaningful benefits to employees.

SOLUTION: Strategic employee benefits transition with bswift

- **Seamless transition:** Employees were automatically mapped from the Copay Value plan to the Coupe PPO Plan, maintaining coverage with minimal disruption.
- **Smarter decision-making:** Emma EnrollPro™ supported employees with plan comparisons and personalized suggestions.
- **Targeted communication:** RRD delivered easy-to-understand materials about the Coupe PPO plan to employees, available both online and offline for maximum accessibility.

IMPACT ON EMPLOYEE WELLBEING



Strong enrollment: 22% of employees enrolled in the Coupe PPO Plan at launch—above industry expectations. ¹



Positive feedback: The \$0 deductible sparked considerable interest among employees, making healthcare feel more affordable.



Better plan engagement: With a clear understanding, employees felt comfortable using their health benefits.

ORGANIZATIONAL IMPACT



Cost control: Early results suggest the new plan supports smarter spending without sacrificing care.



Satisfied employees: Transparent communication and a thoughtful rollout intrigued employees to explore a new plan design and experience.



Aligned goals: The plan fits within RRD's long-term vision for sustainable, employee-focused benefits.

¹ Data obtained from bswift internal resources in 2024