

Voluntary Benefits of America, LLC Releases Text Enrollment Feature

The High, Low, Or No® enrollment platform makes enrollment in a voluntary benefit easier with a new Smartphone option

Nashville, TN ([PRWEB](#)) March 13, 2014 -- Voluntary Benefits of America, LLC is pleased to announce its new text enrollment feature. This option provides one more path to the High, Low, Or No® voluntary benefit enrollment data base, where an employee can enroll in a voluntary benefit plan via a Smartphone. High, Low, Or No® is a pre-populated enrollment data base with multiple paths to self-enrollment. With this new tool, employees can choose the most comfortable path to a voluntary benefit enrollment, Smartphone, online (www.highloworno.com), call center, or the pre-populated, paper application called AutoApp™. All enrollment paths are tied to the same data base, eliminating any chance of error from merging data bases or entering enrollment data manually.

The mobile site is tied to the www.HighLowOrNo.com online system. The domain name mimics the trademarked enrollment theme of High, Low or No®. By educating employees on the insurance plan features and instructing them to make one of three enrollment options, either a “High”, a “Low” or a decline, by selecting the “No” election, the majority of benefit eligible employees are making a benefit enrollment election. This high response rate translates into high product participation percentages. This is advantageous to both employer and employee because all underwriting offers tied to the High, Low, Or No® model are waived, meaning no medical questions. High, Low, Or No® is a guaranteed issue enrollment platform.

The original self-enrollment tool of the High, Low or No® process was the pre-populated, bar-coded enrollment form called AutoApp™. AutoApp™ was introduced in 2009 when Voluntary Benefits of America opened its doors to provide health and welfare brokers a new enrollment approach for supplemental voluntary benefits. This self-enroll concept has evolved to incorporate additional self-enroll tools, with the Smartphone being the latest. Products of several major voluntary carriers are loaded on the system and include Short Term Disability, Critical Illness, Accident, Cancer and Life Insurance. The trademarked enrollment platform resembles a voluntary dental or vision enrollment with employees attending a group meeting and then receiving a dynamic enrollment kit. The enrollment kit introduces the employee to the multiple paths to self-enrollment. All elections are tied to the High, Low, Or No® data base and the insurance carrier receives an electronic enrollment file for policy issue. The online site can also be a link on any Benefit Admin system. VBA estimates over 500,000 benefit eligible employees have been uploaded into the data base since inception and participation levels often exceed one-on-one results. Case studies can be reviewed at http://voluntarybenefits.com/case_studies/case_studies.htm



Contact Information

Tom Smith

Voluntary Benefits of America

<http://www.voluntarybenefits.com>

+1 615-861-0670

Online Web 2.0 Version

You can read the online version of this press release [here](#).