

# Reinventing Work: People. Technology. Time.

## Benefits Engagement Through Technology

**HARRT** at **UCLA**  
HUMAN RESOURCES ROUND TABLE  
*Since 1986*

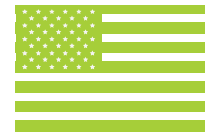


**loanDepot**<sup>®</sup>



April 25, 2018

## Who we are – 2nd largest nonbank consumer lender in U.S.



**5th**  
Largest  
Retail Lender



**\$135B**  
Funded Since  
Inception



**50**  
Licensed  
States



**6,900+**  
Strong  
#TeamloanDepot



**2,300+**  
Licensed  
Loan Officers



**200+**  
Branch  
Locations

## What are we trying to achieve?

- Enhance the Employee Experience
- Control our trended benefit expense increase of 8% year-over-year
- Centralize a fragmented employee experience and increase program effectiveness.

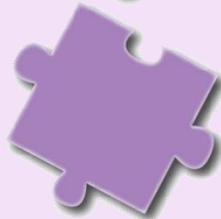


## Challenge: Disjointed Employee Experience



### Geographic

Employees living all over the country, many in small offices without an HR presence or remotely



### Acquisitions

Blending different corporate cultures and benefit traditions



### Lack of cohesive resources

No one-stop shop for employees looking for answers, no real communication or education campaigns

## Challenge: Multiple Acquisitions



## Challenge: Claims cost

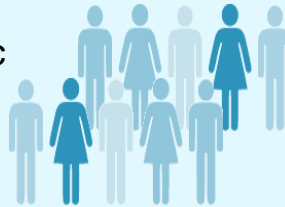
### TOTAL ORGANIZATION

- Stress and other mental health claims
- Lifestyle risk factors – Metabolic syndrome, musculoskeletal disorders



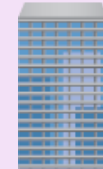
### loanDepot population

- Younger demographic
- Premature babies



### Acquisitions

- Older demographic
- Cancer
- Heart disease



## Challenge: Lack of HDHP and HSA understanding

### GROUP 1

Many employees who had only had limited benefits offering prior to joining loanDepot weren't familiar with HDHPs and HSAs, so they were afraid to elect them, even if they were the best plan option for their situation



### GROUP 2

Some employees elected the HDHP plan because the premiums were the least expensive, but didn't research how the plans worked and didn't contribute to the HSA. This left them unprepared for their out of pocket costs

## Challenges – Needs that Weren't Being Met



### The HR Team

- Internal employee and leadership needs not met
- Recruiters unable to share benefits information with candidates



### Internal Customers

- Basic benefits information difficult to find, e.g., what programs were available



### Social Media

- Frustrations voiced in a place we didn't expect...



## Challenges: Engagement isn't just about employees

Health & wellness programs

Finding doctors, ID cards

Education resources



**Spouses/Family  
decision-makers**

## Climbing Towards Engagement

**Build Engagement  
with Wellness Tools** **4** STEP  
Connecting employees with  
benefits that impact their  
everyday lives



**Employee  
Communication** **2** STEP  
Clear messaging across  
multiple platforms



**STEP 3** **Family  
Communication**  
Reaching the family health  
decision-makers and users

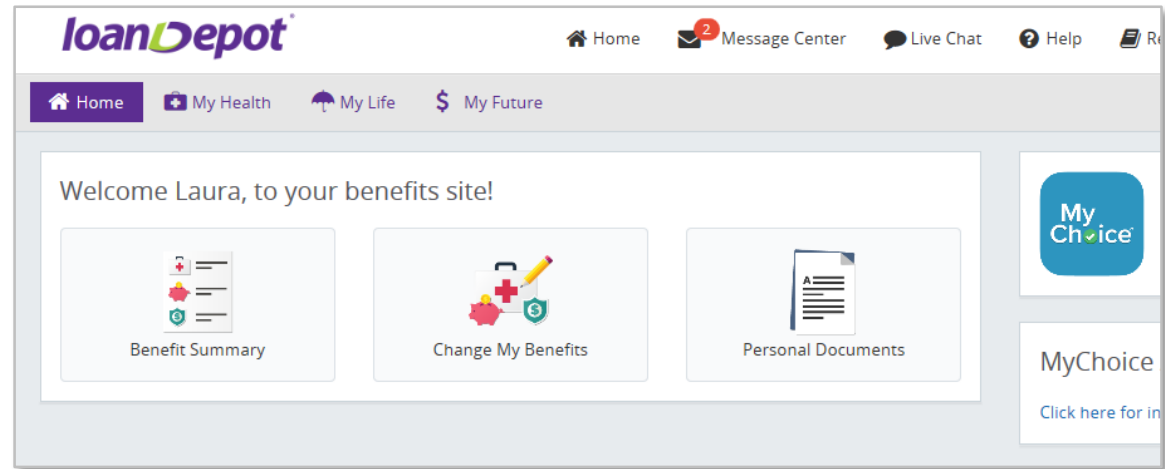
**STEP 1** **Benefits  
Portal**  
Replace outdated system  
with more robust one

## We built it and it was totally awesome!!!!!!

STEP 1 Benefits Portal

### What we offered

- **More benefits**
- **More choices**
- **Amazon-like shopping experience**
  - Cost comparisons
  - Decision support
  - Reference Library



### What happened

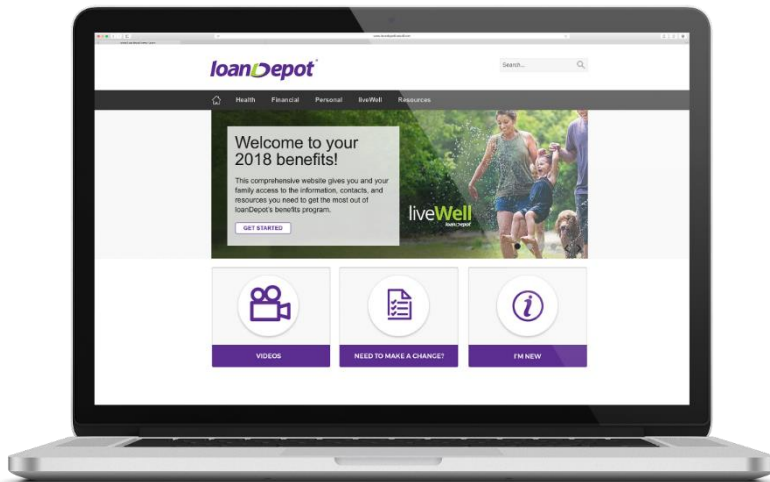
- 91% of employees completed their annual enrollment online through the portal
- 322% increase in members utilizing the MyChoice decision-making tool

## Communication across multiple platforms

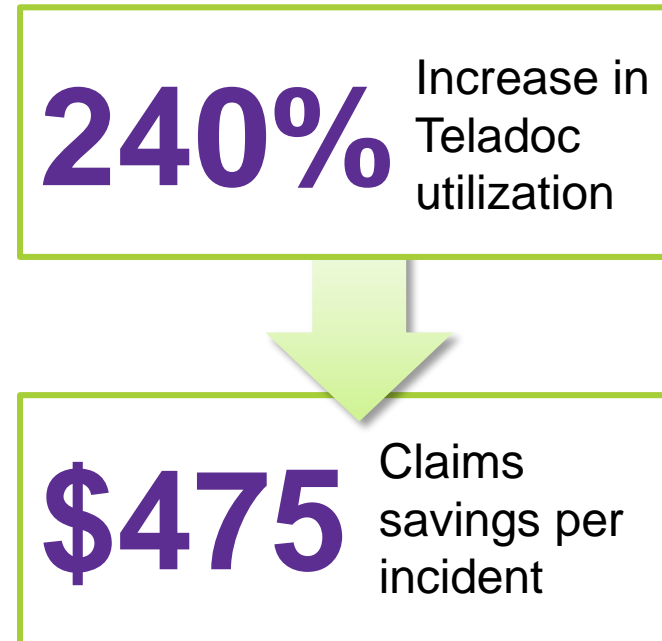
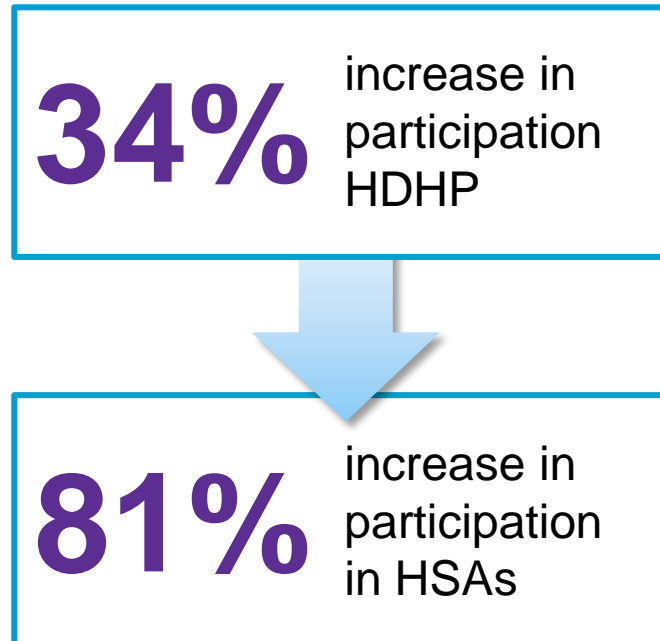
STEP 2 Employee Communication

Built resources

Rebranded benefits

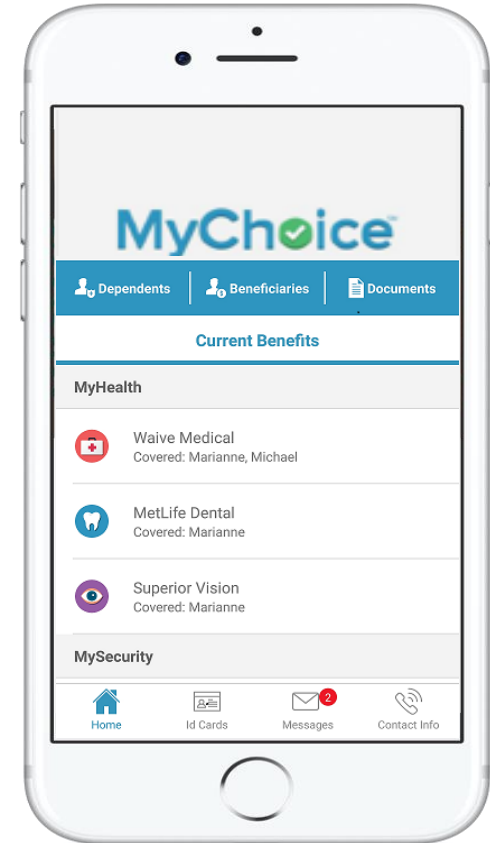


## Employee Education Works



## Getting spouses onboard

- First big step in that direction was the introduction of our Mobile App - partnered with our benefit system on a mobile app that gave spouses access to enrollment information, ID cards, carrier contacts and the ability to update benefit elections in real time.
- Reaching spouses and other family members is one of our top priorities moving forward with new benefits strategies and offerings



## Engaging Wellness for the Whole Family

STEP 4 Build Engagement with Wellness Tools



Encourage employees to "take charge" of their health

Push relevant benefit content

Drive employee engagement

Get family members involved

## The Road Ahead

**Build Engagement with Wellness Tools** **4 STEP**  
Connecting employees with benefits that impact their everyday lives

**Employee Communication** **2 STEP**  
Clear messaging across multiple platforms



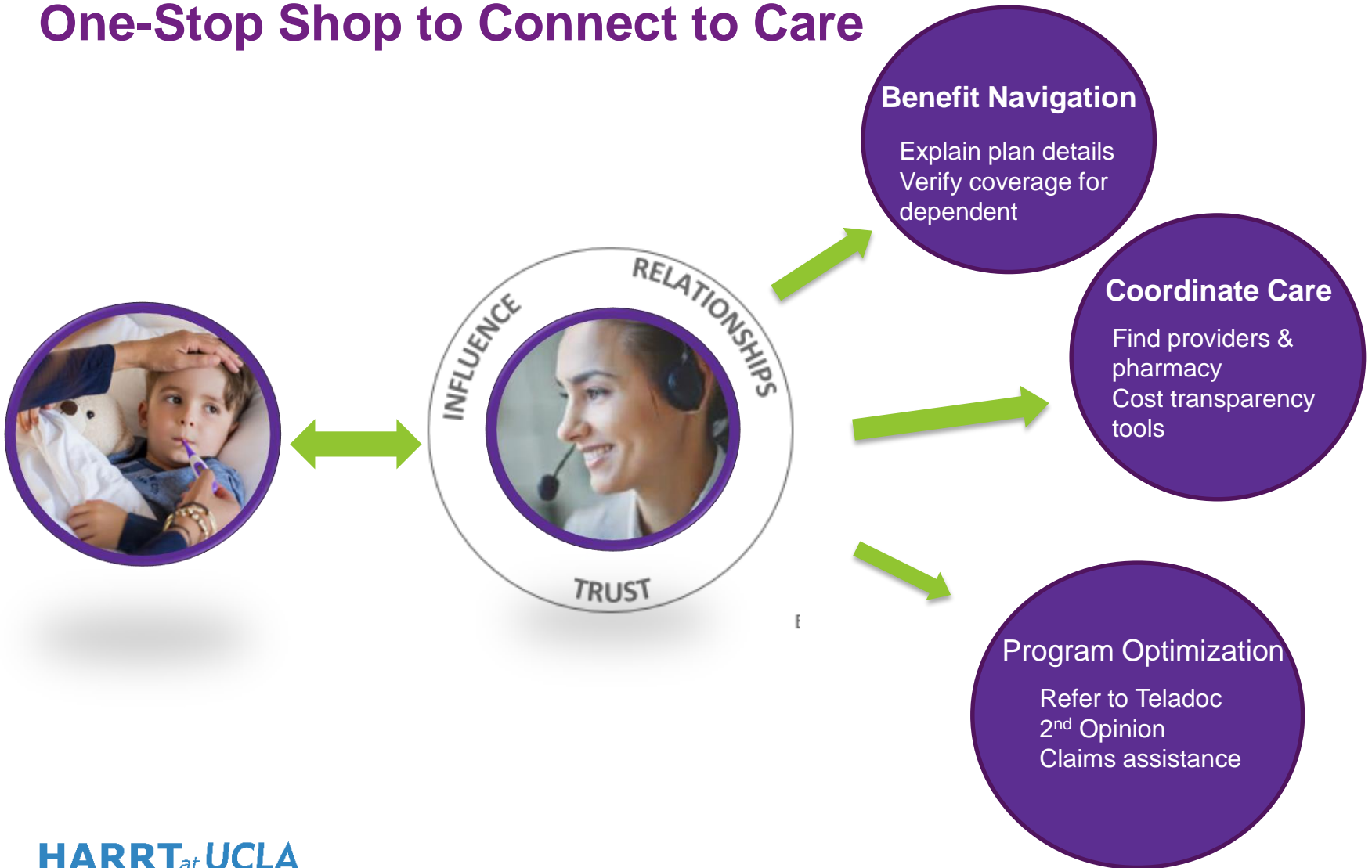
**STEP 5** **Integrated Employee Platform**

**STEP 3** **Family Communication**  
Reaching the family health decision-makers and users

**STEP 1** **Benefits Portal**  
Replace outdated system with more robust one



## One-Stop Shop to Connect to Care



## A Benefits Eco-System at Your Fingertips



## Multiple Points of Contact



# Questions & Answers

