MINNESOTA LIFE | SECURIAN®

Implementation and Communications

Making the transition easy

Moving to a new carrier can result in many questions for employers and employees. We simplify the process for all involved by using proven implementation strategies and effective communications to make the transition easy.

A streamlined approach

We begin an implementation by selecting an implementation coordinator who will be dedicated to the process. Supported by a team of experts, the coordinator follows our proven implementation plan to ensure nothing falls through the cracks.

Our approach to implementation includes:

- Dedicated implementation coordinator
- Face-to-face meetings
- Weekly status calls

You make the decisions – we do the work

We take responsibility for each step of the process. Following implementation, we survey each client to make sure expectations were met. The proof that our approach works is in our 2010 results:

- 100 percent of clients were satisfied or very satisfied[1]
- 100 percent of our clients would recommend our implementation services[1]

Questions?

Contact our national sales office at **800-606-LIFE (5433)** or visit **www.ExpectGreatService.com**.

Sending a clear message

A strong benefits program is one that employees understand and use. Clear communications not only enhance employee participation but also reduce calls to benefits staff.

Knowing there is no one-size-fits-all solution for communications, we work with employers to determine the right communication tools to educate employees and help them make decisions with confidence.

Our approach to communications includes:

- Dedicated marketing specialist
- Annual communications plan with performance benchmarks and metrics
- Professional design, communication and research services
- Action-oriented messages for employees, “green” solutions for employers

Print communications

- Carrier change announcement
- Personalized enrollment booklets
- Plan summaries
- Newsletters

Dynamic communications

- Benefit fairs
- Employee presentations
- Videos
- Podcasts
- Social media

[1]Implementation satisfaction survey, 2010.

Statistics reflect entire group insurance business of Minnesota Life Insurance Company which includes its New York-admitted affiliate, Securian Life Insurance Company.

Insurance products are issued by Minnesota Life Insurance Company in all states except New York. In New York, products are issued by Securian Life Insurance Company, a New York admitted insurer. Both companies are headquartered in Saint Paul, MN. Product availability and features may vary by state. Each insurer is solely responsible for the financial obligations under the policies or contracts it issues.

Minnesota Life Insurance Company
A Securian Company

Securian Life Insurance Company
A New York admitted insurer

Group Insurance
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