

## CASE STUDY

# Solving the long-term care challenge for a large healthcare client

A large, Midwestern healthcare client had not conducted an active enrollment for several years and wanted to introduce a solution to the need for long-term care. Fortunately, we were able to provide universal life insurance with long-term care protection plus the communication employees needed.

## Client Overview



HEALTHCARE  
INDUSTRY



LOCATED  
IN THE MIDWEST



200+ CLINICS, PHARMACIES  
AND HOSPITALS

## Challenges

- Educate and engage employees on the need for long-term care
- Present Trustmark Universal LifeEvents® with long-term care as a solution
- Coordinate enrollment across 200+ locations.

## Solutions & Key Results

### 5 touchpoints

Robust communication campaign using 5 unique touchpoints to engage employees via digital, print and webinar communications.

**16,000 +**  
**participants**  
in the enrollment.

**Better protection**  
and more education  
for employees.



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