

Creating a Crowd-Sourced Health Plan

Company Overview

This client was a mid-sized software development firm with 250 employees, located in Austin, Texas.

Key Challenges

This company was facing a 15% year-over-year increase in health plan costs and growing dissatisfaction from employees, despite offering a comprehensive but fairly traditional benefits package. Company surveys showed that employees felt disconnected from the plan and unclear on its value. The company indicated a desire to reimagine their employee benefit portfolio in order to reduce waste on underutilized services and increase employee satisfaction and engagement with the benefits offered.

MBA Solution Presented

Our team suggested that they would join with company leaders on a listening tour and the creation and distribution of a survey that would allow employees to rank desired plan features and suggest their “ideal health plan.” We would then work with an employee committee to craft 3 customized plans based on the data collected.

Measurable Results

By allowing employees to design their benefits instead of just receiving them, this client turned a disengaged workforce into a thriving one. The crowdsourced model became a powerful retention tool and reduced waste, while promoting a culture of ownership and trust. Based on a follow-up survey, 92% of employees felt the plan reflected their needs, morale rose 28 points and the voluntary turnover rate dropped from 14% to 8%.