

# Success in the hospital market

## Driving increased participation and deferral rates

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### Client profile

**Industry:** Healthcare

**Employees:** 3,500

**Types of plans:** 403(b)

**Assets:** \$140M

### Client need

A large healthcare system wanted to increase plan health – particularly participation and deferral rates. The Lincoln Financial team worked with a consultant firm, the plan sponsor, and the sponsor's plan committee to devise and execute the strategy that helped the plan sponsor achieve its goals.

### The solution

The consultant and the Lincoln team collaborated to devise and execute a participant experience that included education from the Lincoln team and advice from the consultant. The consultant worked closely with Lincoln, overseeing our role as provider and vetting suggestions before bringing them to the plan committee.

- The consultant advocated with the plan committee to take steps to improve plan health. A proposal was made to institute auto enrollment to help boost plan participation. The plan sponsor wasn't receptive at first, but the consultant helped the committee feel comfortable that this industry trend could truly help its employees. The plan sponsor adopted auto enrollment, which increased the participation rate by almost 20%.
- With the plan's auto enrollment level at 2%, all agreed on the need to boost deferral rates. Lincoln offered plan participants comprehensive personal support to drive retirement readiness. A Lincoln retirement consultant (RC) was on-site for 50 days over the course of a year, meeting one-on-one to offer holistic financial wellness and retirement planning support. In addition, the consultant firm's team of retirement counselors was on-site more than 25 days to provide investment advice. The consultant continues to encourage the plan sponsor to raise the auto-deferral rate and to consider auto escalation to improve participant outcomes.

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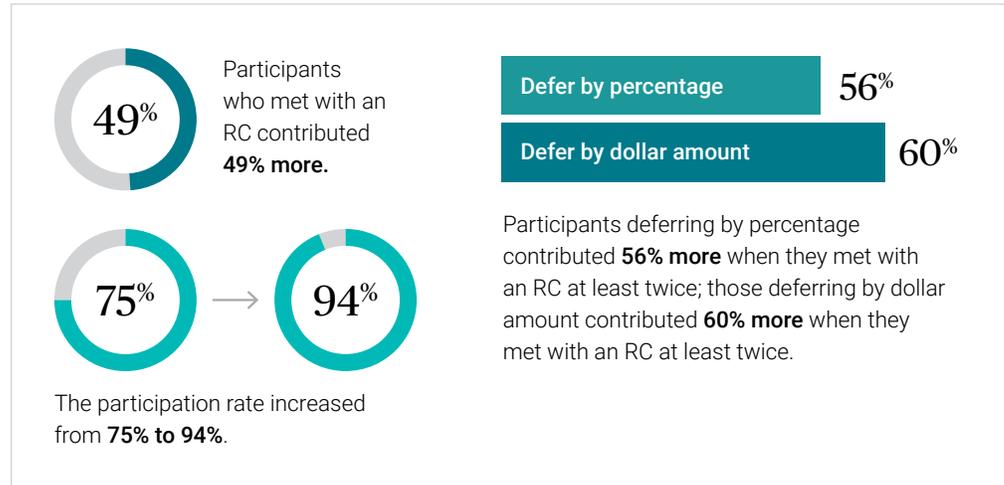
**“We had goals to increase participation, deferral rates, and the overall health of the plan. We worked very closely with the consultant firm and Lincoln Financial Group to develop and implement a plan that provides the best investment choices for our associates and very comprehensive access to resources to assist our associates with their retirement planning needs while providing assistance to the plan with overall governance to ensure we are meeting all the fiduciary responsibilities as a plan administrator. We were so pleased with the personal support from the retirement consultants from both organizations who continue to be dedicated to helping us to reach our goals.”**

– Healthcare plan sponsor

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## Results

The robust participant experience drove significantly higher deferral rates across all participant age groups. In one year:



Not a deposit
Not FDIC-insured
Not insured by any federal government agency
Not guaranteed by any bank or savings association
May go down in value

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