

Case Studies

One prime example is the success of Trustmark’s Enroll For Life with a medical office in Nebraska.

For this 110-life Trustmark Universal LifeEvents® case with a one-month enrollment, 80 percent of associates engaged with the platform. The participation rate was a strong 19.05 percent and the 23.81 percent active response participation rate was even stronger (those who completed enrollment and participated). Additional details and metrics are on the chart.

Case Study 1: Healthcare

Key metrics	Trustmark
Active response rate	80.00%
All eligible employee applications	105
Opt-In/Up	20
Opt-Out	64
Plan participation rate	19.05%
Active response participation rate	23.81%
Premium	\$29,934.12

“I don’t recall another solution or partnership in my history with Trustmark that has created more opportunities to present to employer decision makers.”

– Shaun Urista
Regional Sales Manager

Another example (please see chart) shows a 130-life Trustmark Life + Care case for a design firm specializing in architecture, interior design and planning.

Introducing Trustmark’s Enroll For Life for this off-cycle LTC enrollment process with commission splits based on active response rates was the catalyst for success. The participation rate of 11.54 percent was solid, but what really stands out is the 16.48 percent active response participation rate. Additional details and metrics are on the chart.

Case Study 2: Design Firm

Key metrics	Trustmark
Active response rate	70%
All eligible employee applications	130
Opt-In/Up	31
Opt-Out	60
Plan participation rate	11.54%
Active response participation rate	16.48%
Premium	\$17,910.72

For this case, Trustmark partnered with a large, regional brokerage firm. Trustmark has presented to close to a dozen clients of this broker and has earned about half of them as clients.

Key case study results

Healthcare

Participation Rate Active Participation Rate

19.05% **23.81%**

Design Firm

Participation Rate Active Participation Rate

11.54% **16.48%**