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## Positive Results Case Study



## Creative Benefit Design: Increased Overall Business by 30%

### Problem

Creative Benefit Design (CBD) offers groups the ability to create discount health benefit plans for their members with programs for anything from alternative medicine to LASIK surgery and a range of services in between. A group – say the Farm Bureau – can pick and choose which discount benefits it wants to make available to its members. Group members can then elect to sign up for a card, which they use for the discount at the time they receive the service.

CBD's problem was how to communicate with its large number of clients. The company represents, or actually serves, 23 million households, which can't be done that via the mail. It needed an immediate communication network to get to client organizations and clients in the shortest amount of time. There also was an issue of security. The company is involved with names, addresses, phone numbers and social security numbers. Federal Privacy Act restrictions really curtail the use of those numbers publicly.

### Solution

CBD asked MillerWhite to design a site that would explain all the various plans available, with highlights, pricing examples and testimonials. To make joining as simple as possible, they set up an enrollment form on the site. Every time the company brings a new group member on board, there is a template that can be customized for that client. The group markets the service to its members under its own name.

Basically this serves as an electronic storefront using an e-commerce methodology that's prevalent in the United States today. It allows CBD to immediately contact over 23 million households via the web site. The company has been able to electronically procure orders over the web site with Visa/MasterCard. MillerWhite developed an electronic commerce security certificate was developed for us and that protects our clients as well as our own organization, and avoids any potential liability in the future.

### Results

As a result of using its local web site system, Creative Benefit Designs has saved hundreds of thousands of dollars on postage, shipping and handling costs. It also was able to increase its overall business by approximately 30 percent over a 12-month period.