

How DermCare *launched a full benefits program in days, not months*

When DermCare's medical carrier and rate decisions weren't finalized until two days before open enrollment, they needed a platform that could keep up. Pasito gave the HR team, broker, and carrier one workspace to build, test, and launch everything in parallel, delivering results across every benefit category.

INDUSTRY

Healthcare

COMPANY SIZE

Enterprise

USE CASE

**Decision support + microsite +
benefits guide + OE communications**

 The challenge

Carrier decisions were still pending with two days to open enrollment

DermCare needed a very tight turnaround. Medical carrier and rate decisions weren't finalized until just days before open enrollment, creating immense pressure to launch clear, accurate communications with little advance notice.

They needed a flexible solution that allowed them to start building their benefits guide, decision support, microsite, and communication campaigns early, in parallel with final carrier and rate decisions, to avoid last-minute delays and ensure employees received timely information.

 The solution

One workspace for the HR team, broker, and carrier

Pasito's AI did the heavy lifting from day one. DermCare's HR team uploaded their plan data and let Pasito automatically generate decision support, communications, the microsite, benefits guides, and the medical integration, all from the same underlying data.

With everything built from the same source, Pasito ensured consistency across every deliverable. The HR team, broker, and carrier could review, test, and make updates in real time, and when carrier and rate decisions were finalized, the entire program was ready to launch the same day.



HR EXPERIENCE



Pasito is a great place to have it all. We'd never had a microsite before. I'd been building PowerPoints by hand the last couple of years, so having Pasito turn the microsite and benefits guide around so fast was amazing. We could test everything before it went live, and whenever we wanted to make updates, everything happened really quickly.

DAWN FELDKAMP
HUMAN RESOURCE SPECIALIST,
DERMCARE

EMPLOYEE EXPERIENCE

~18 min

AVERAGE TIME SPENT IN PASITO PER SESSION

 The results

76%

In the first open enrollment after launching Pasito

INCREASE IN SUPPLEMENTAL HEALTH INSURANCE ENROLLMENT

LIFE INSURANCE

25%

Increase in employees enrolled in life insurance.

RETIREMENT ENROLLMENT

46%

Increase in employees enrolled in retirement benefits.

CRITICAL ILLNESS

67%

Increase in critical illness insurance enrollment.

READY TO BUILD BETTER BENEFITS?

Build a benefits program that stays nimble amid tight timelines.

See Pasito in action →

pasito.ai/demo