

How OrthoUnited ran open enrollment *without a single benefits meeting* and an HR department of one

OrthoUnited went into open enrollment with two changes at once: a new benefits administration platform, and new voluntary benefits carriers, all managed by an HR department of one. Two weeks later, the enrollment period closed with no confused employees because every enrollee found what they needed through Pasito. That translated into ~16 hours of HR time saved due to zero signups for on-site OE meetings.

INDUSTRY

Healthcare
(orthopedic care)

COMPANY SIZE

Mid-market

USE CASE

Benefits Microsite
Decision Support
Communications

 The challenge

Three major changes, three campuses, and an HR department of one

OrthoUnited, an Ohio-based orthopedic care provider, was one year into adopting a self-insured model, with a new brokerage relationship to support it. The same enrollment season, the benefits administration platform moved to a new system and the voluntary benefits carriers changed. Every one of those transitions landed on an HR department of exactly one person, Amy Dunn, the company's HR director, who ran this enrollment with no benefits support staff at all.

OrthoUnited has a care-focused culture where staff spend a lot of time supporting patients. The company's biggest worry about adding a new benefits tool was potentially creating software adoption challenges and tool confusion on top of already large benefit plan changes.

 What Pasito delivered

A launch that barely touched HR

OrthoUnited needed something immediate, and the implementation asked almost nothing of an already busy HR team. Pasito handled the benefits build-out and answered implementation questions fast.

Because the benefits administration platform was changing at the same time, Pasito Communications became an invaluable tool to emphasize that Pasito is where employees learn and compare their plans, then actual enrollment happens in the new system. Five email campaigns went to benefits-eligible employees between May 29 and June 12, from OE introduction through final reminder.



IMPLEMENTATION

I didn't really have a lot to do with the onboarding. Pasito handled it all. And that alone was a win for me as an HR team of one."

AMY DUNN
HR DIRECTOR
ORTHOUNITED

 The results

Two weeks, zero meetings

MEASURE	RESULT
Time saved by using Pasito for company-wide benefits education	~16 hours
Employees who used the benefits microsite	30.9%
Employees who ran decision support	44

The brokerage firm was scheduled to spend two days on site answering employee questions across OrthoUnited's three campuses. Nobody signed up, and the sessions never happened. OrthoUnited is careful with the causation, since there's no proof the usual meeting-goers went to Pasito instead. What's certain is that the questions never reached HR either, which was the outcome the company wanted.

For a first enrollment launched in a rush, the self-service habit took: 99 employees used the microsite, 44 worked through decision support, and the feedback that reached HR called the tool user-friendly. The next step is already scoped: wiring Pasito into new-hire onboarding, so the education piece scales as OrthoUnited adds physicians and staff without adding HR headcount.



ENROLLMENT

We were supposed to have two days' worth of on-site meetings, and we had zero. They didn't even have to come on site because nobody signed up.

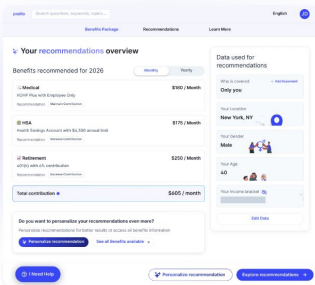
AMY DUNN
HR DIRECTOR
ORTHOUNITED

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signups for enrollment
meetings after implementing
Pasito for benefits education

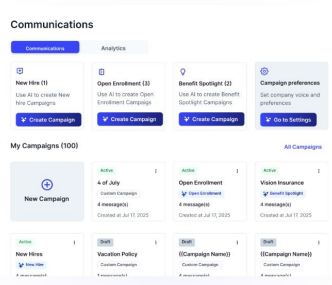
p About Pasito

Decision support



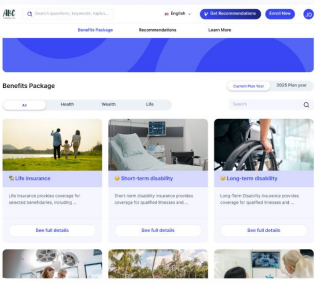
Pasito creates proactive, personalized benefits recommendations for employees, helping them project health expenses, retirement plan contributions, and more.

Communication campaigns



Use Pasito to send SMS and email campaigns to custom population groups, driving open enrollment success and benefits engagement year-round.

Benefits microsite



Pasito builds a branded website, complete with eligibility criteria, to easily direct employees to all their benefits information and share benefits with candidates.

Pasito is the AI-native workspace for benefits. Carriers, consultants, and employers use Pasito to build guides and microsites, deliver personalized decision support, and answer employee questions all year. More than 40,000 plans have been built in Pasito with over 96% extraction accuracy.



PARTNERSHIP

Pasito has been great. The Pasito team has shown me that we can load benefits information in and the AI system actually works."

AMY DUNN
HR DIRECTOR
ORTHOUNITED

See what Pasito can do for your team.

pasito.ai/demo · partnerships@pasito.ai

[See Pasito in action →](#)