

How Embla *changed everything about its benefits in one renewal* with Pasito

Embla benefits hadn't changed in over 10 years, and employees noticed. Benefits ranked among the company's lowest-scoring survey areas. But one renewal changed everything: a new broker, new plans, and a June open enrollment. Pasito helped guide the overhaul, giving employees a single place to find and understand it all. Within a year, the complaints dramatically lowered and 70% of employees were active on their benefits site.

INDUSTRY

Healthcare and
Medical Device

COMPANY SIZE

Enterprise

USE CASE

Benefits Microsite
Decision Support
Communications

The challenge

Ten years of the same benefits, and no single place to find them

Embla does important work in the medical field, and Cami Briggs, current Director of Total Rewards thought the benefits should match. When she arrived as Director of Total Rewards, the program hadn't changed in over a decade: same broker, same plans, same approach. Employee surveys made the cost plain. Health, wellness, pay, and benefits were among the company's lowest-scoring areas, with "a ton of comments" about how bad and how complicated the benefits were.

The complication was largely communication. Information lived everywhere: "I'd ask a question and would hear back things like, 'Oh, that's over here,' and 'That's where you find this over there.'" Her goal was one benefits source of truth, for employees and for the candidates her talent team needed to win. So she brought in a new broker, OneDigital, and OneDigital brought in Pasito.

What Pasito delivered

Everything new at once, built in time for June

The timeline left no room for error: new broker January 1, benefits effective August 1, open enrollment in June, and RFPs, carriers, and plan designs all changing in between. Everything was new except the TPA. Pasito came in late in that window, took the plan information Embla and OneDigital handed over, and built the experience in the time that remained, working as an extension of the benefits team.

The partnership passed its sharpest test a week before the enrollment window, when the decision support tool Embla had planned to use ran into a problem. Pasito stood up decision support, with communications to launch it, in a matter of days, and the enrollment opened on time.



MICROSITE

This is my job, and if I can't figure it out, then somebody who's not even that invested is not going to be able to figure it out."

CAMI BRIGGS
DIRECTOR OF TOTAL REWARDS
EMBLA

A microsite employees actually want to open

Real pictures on the page, scrolling banners, tabs, hyperlinks between sections. "Anytime we had an idea, Pasito was able to implement it." Now, Cami updates much of the content herself.

Two enrollment cycles and an acquisition later

When Embla acquired another company, Pasito duplicated the site for the merged organization, with its own medical plans and 401(k) and a July 1 effective date, so acquired employees never saw information that didn't apply to them. HRIS feeds and company codes route each population to its own site automatically.

 The results

Fewer questions, better scores, a smaller lift

MEASURE	RESULT
Reduction in time spent answering benefits questions	20%
Benefits comments in quarterly employee surveys	Dramatic reduction in employee complaints
Employees engaging with benefits communications in the past eight months:	58% open rate 39% click-through rate

The employee surveys showcase the benefits turnaround. Embla runs quarterly employee surveys, and within a year the scores on benefits "completely changed": the categories that drew a ton of complaints now draw none. The benefits themselves improved, too. Embla lowered employee costs across its benefits this year while most employers raised them.

The capacity change is just as concrete, with answers living on the microsite, Embla now spends 15–20% less time fielding one-off questions, and benefits now runs with an AI-augmented team.

15–20%

less team time spent answering one-off
benefits questions

>50%

of employees returned to the microsite,
even after open enrollment