Case Study
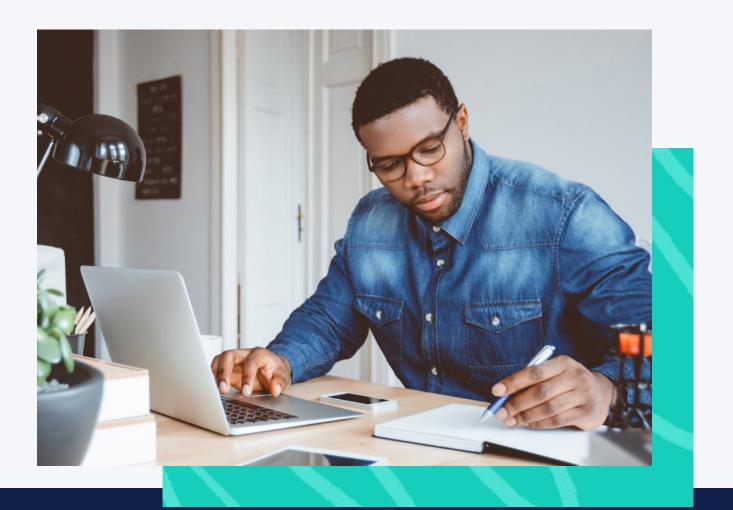
Integrating with SignNow allowed a state-wide health insurance provider to enroll more members and cut costs

COMPANY PROFILE

The Benefits Store provides health insurance and related coverage exclusively to members of California Local Real Estate Associations since 1984. The Benefits Store is celebrating its 30th year of insurance services for Association health plans.

INTERVIEWEE'S NAME

Jake Schroeder

VP of Operations

LOCATION

Temecula, CA

The Company

The Benefits Store is both a Broker of Health Insurance programs and related insurance coverages including Dental, Vision, Life, Disability, Medicare and other services. The Benefits Store is also licensed to provide Third Party Administer services for California Associations. It does so primarily in premium billing, collection and remittance. It also provides administration of Cafeteria Section 125 plans including Flexible Spending Accounts (FSA).

Challenges

The Benefits Store had been using DocuSign but was displeased with the limitations of the solution for the amount they were paying. Jake Schroeder, VP of Operations, began searching online for a solution with greater flexibility that could easily integrate with their systems and help them enroll more members in less time, with a pricing package that suited their needs.

Enter SignNow

After trialing a few different solutions, Jake came across SignNow. "We found SignNow to be better priced and exactly the solution we needed" Schroeder recalls. "SignNow has significantly lowered our enrollment completion process by a day or two depending on the member."

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>
> **Jake Schroeder** / VP of Operations

Integration

The Benefits Store operates on a proprietary billing/enrollment system that their online application process feeds – in turn, they send an EDI file to their carriers that feed their billing/enrollment systems. "SignNow sits in the steps right before the application is uploaded into the billing system" Schoeder notes. Customers can now sign documents without having to leave the applications they're using, free of interruption, and they don't even have to register an account. Quite simply, the iFrame opens, documents are loaded in the e-signature interface for seamless signing, and all parties receive a copy of the finalized document.
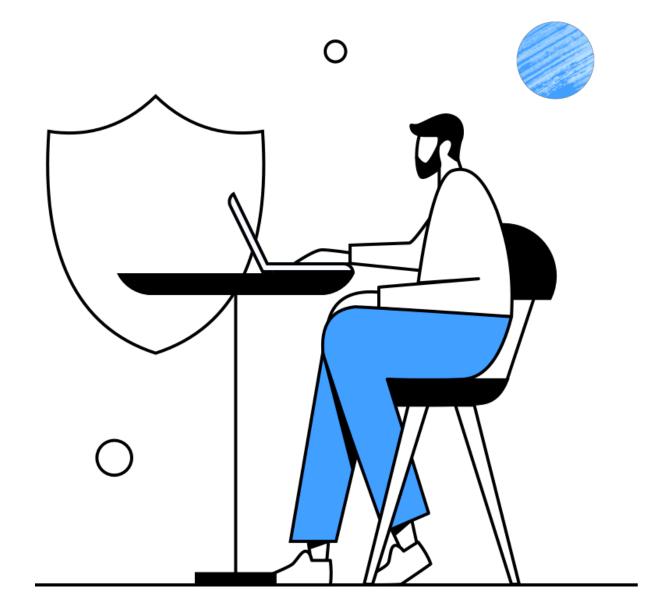
The Result

SignNow is integrated between The Benefits Store's online application for member information input and the enrollment application upload/ enrollment confirmation sent to the member. "Now members can simply sign the documents and receive an enrollment confirmation along with a copy of their application," says Schroeder.

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Jake Schroeder / VP of Operations

With HIPAA compliance and SOC 2 Type II certification, members are now able to simply log in and easily complete and submit documents that contain all their personal health information securely and error-free with SignNow.