

CASE STUDY

How Wellfleet Insurance Thrived Using Digital-First Coretech



EISGROUP.COM



When Wellfleet Insurance Company, an administrator of health and accident benefit plans for 25+ years, sought to enter the voluntary benefits market, they wanted to clearly differentiate themselves from the competition.

They knew a digital, streamlined, and efficient prospect-to-claim workflow that emphasized employer (and employee) ease of use would be key. They also understood they'd stand out as a carrier if they focused on creating customer experiences that made customers feel valued, instead of simply chasing policy revenue.

To make this happen, Wellfleet built Lighthouse, a new benefits administration platform, from the ground up with EIS Suite™. With this partnership, EIS gave Wellfleet the power, limitless integration capabilities, and data fluidity to streamline critical operations.

Now, their average claim turnaround time is a single day, and their claims processes give their customers a truly differentiated experience compared to most workplace benefits providers.



Wellfleet deeply understands the importance of timely and accurate data processing, having served as a third-party administrator (TPA) for 25 years before becoming an insurer. This experience and our history of working with multiple clients and systems made EIS the clear choice when we sought a partner to build better technology. EIS has helped us stay true to our mission of delivering customer-centric insurance solutions with quality service. This partnership enables us to provide superior support to our clients and partners, setting us apart in the market.”



WELLFLEET

a Berkshire Hathaway Company

– Erik Gray,
Digital Integrations
Practice Leader,
Wellfleet



A New Journey for an Established Organization

Wellfleet — a Berkshire Hathaway company — had notable experience in insurance when they decided to try their hand at employee benefits.

However, voluntary benefits are a different ballgame compared to group health coverage. Carriers selling ancillary health benefits aren't just juggling the priorities of brokers and employers; they must also sell directly to consumers while keeping brokers and employers happy.

Wellfleet knew they'd have to account for all of this, and believed the path forward was in a digital transformation, but weren't sure exactly where to start at first.



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– Erik Gray, Head of Enrollment Experience, Wellfleet

Why ‘If It Ain’t Broke Don’t Fix It’ Wasn’t Good Enough for Wellfleet

Wellfleet aimed to build a platform from scratch to support a new product division, and needed new coretech to match. They knew the risks and shortcomings typical of outdated core systems, but didn't know exactly what technology they'd need to avoid them.



For example: **Wellfleet wanted to avoid the difficulties of integrating enrollment platforms with traditional coretech.** These platforms typically can't connect to legacy core systems without hard-coded manual integration; it's complex and resource-inefficient in terms of time, budget, and human IT expertise).



Also, **older cores often use electronic data interchange (EDI) files when transferring enrollment data to benefits admin platforms instead of APIs.** This typically involves a lot of manual data entry, testing, and validation, creating a slower processing time and a data set that's not real-time.



Further, **legacy cores' centralized server infrastructure impedes and complicates data flow from external systems.** For group carriers, this slows down benefits distribution and issuance while risking the introduction of old or incorrect data. In the long run, it can complicate everything: from billing and claim payouts to broker commissions and reconciliation.



EIS & Wellfleet: A Future-Proof Partnership

It didn't take long for Wellfleet to realize EIS was a great match for their needs.

As a cloud-native coretech platform with fully open architecture and thousands of APIs, EIS Suite had the scalability and endless integration options that allowed them to connect with enrollment platforms and other essential data sources.



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– **Erik Gray**, Head of Enrollment Experience, Wellfleet

The EIS Suite core products — CustomerCore™, PolicyCore®, ClaimCore®, and BillingCore® — also gave Wellfleet **reliable support across all key operational areas.**

Once the partnership between EIS and Wellfleet began, they hit the ground running. **Eleven months later, they deployed and launched Lighthouse** with its four flagship employee benefits products (accident, critical illness, short term disability, and hospital indemnity).



Wellfleet's Lighthouse: A Beacon of Inspiration for Ambitious Insurers

With Lighthouse operating on EIS, Wellfleet can **serve all of their customers' needs in one system**. Because of the platform's seamless integrations and robust processing, employers, brokers, and customers never have to worry about incompatibility with enrollment data platforms or any other systems.

Also, real-time data fluidity supports a **precise end-to-end workflow from prospect to claim** — a far cry from the disorganized workflows of group insurers using legacy core systems.

Simply put, the flexibility of EIS means Wellfleet can confidently **say "yes" to employer requests**, whereas other insurers can only answer with a "yes, but ..." (at best) due to the limitations of their outdated technology foundation.

More advantages include:



Wellfleet can easily meet their employer customers where they are in their benefits journey and **offer custom plans to fit their current primary and voluntary benefit needs**.



Brokers always have a **clear picture of voluntary benefits from their end**, even when customers have highly customized plans.



Policy issuance **before the clients' effective date**, giving members confidence their benefits are in place when they need them.



Lighthouse **easily accommodates regulatory variations between states**. Any benefit limitations for a given state are built into the platform, so users are always aware of what they can offer group members.



Dramatic increase in data validation speeds (requiring days or even hours rather than weeks).



Because of the nature of EIS architecture, Lighthouse **never falls behind the technological curve**, no matter what new technology comes out.



Employers can choose their billing mode (e.g., list bill, self-bill, true group, and other options), rather than adjusting to an insurer's required method.

Say Yes to Modern, Future-Proof Coretech For Better Group Benefits

Whether you're just entering the voluntary benefits space or you want to improve your tech stack to better support your offering and operations, EIS Suite has exactly what you need. **Contact one of our experts today** to start exploring the possibilities of digital-first benefits administration.

[BOOK A CALL](#)



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