

Case Study

AIG Retirement Services helps Cone Health complete plan merger and extensive participant communication program



Cone Health is an integrated, not-for-profit network of healthcare providers recognized by US News & World Report as a “best regional hospital.” Its 11,000 employees include 1,300 physicians, in addition to 1,200 volunteers, situated in 100 locations across North Carolina.

Cone Health acquired a regional healthcare facility that offered a retirement benefit featuring a different plan provider and different match formula. To consolidate providers, Cone Health issued an RFP resulting in the selection of AIG Retirement Services as the exclusive provider.



Goals

Cone Health was implementing their new retirement plan benefit throughout the organization on January 1. To ensure a smooth and seamless transition, Cone Health wanted to make certain the following information was communicated:

- New provider and dedicated on-site advisors will service the Cone Health plan
- Transition of accounts and “quiet period”
- Plan design changes
- New investment lineup and target date portfolios
- Importance of asset allocation and match utilization

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Challenges

The Cone Health plan implementation presented an unusual challenge — two distinct audiences and two distinct messages:

- The newly acquired healthcare institution needed specific information about their conversion process from one provider to another, including the quiet period, transition needs and new plan features
- Current Cone Health employees needed information about new plan enhancements, such as auto enrollment and auto escalation features, and the importance of using target date portfolios to optimize asset allocation

Communications for each audience had to be exact and targeted in order to provide the correct information to the employee population. When combining these challenges with Cone Health’s geographical expanse, it proved a logistical challenge for the dedicated Cone Health on-site advisor team for counseling sessions and educational meetings.

Implementation

AIG Retirement Services created a digital, print and face-to-face plan awareness campaign that spanned more than six weeks, during which AIG Retirement Services held more than 200 group meetings and 1,800 individual meetings with employees.

Key marketing deliverables during the implementation included:

- | | |
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|  Implementation website |  Enrollment and deferral cards |
|  Private label website |  Sarbanes-Oxley notification |
|  Plan changes promotional materials |  Investment information with mapping schedule |
|  Group meeting promotional materials | |
|  Education and enrollment materials | |

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Results

100% of all participants were mapped to similar investments on the plan “go-live” date.

Approximately 1,350 employees / plan participants implemented a contribution change online of which 920 increased their contribution to take full advantage of the new matching formula. Almost 30% of the active participants began contributing 8% to maximize the match and 79% began deferring 4% to receive the match.

More than 770 employees elected to automatically increase their contributions annually.

88% of the eligible employees are contributing to the plan.

This implementation demonstrated that offering communication through multiple channels helps raise plan awareness while increasing plan participation. Providing multiple ways for employees to access information — in person, on the web, and by mail — gives them the flexibility they need to stay informed about important plan changes. Additionally, this experience demonstrated how on-site financial advisor service, whether group meetings or individual meetings, can equip employees with information that empowers them to make confident financial decisions.

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