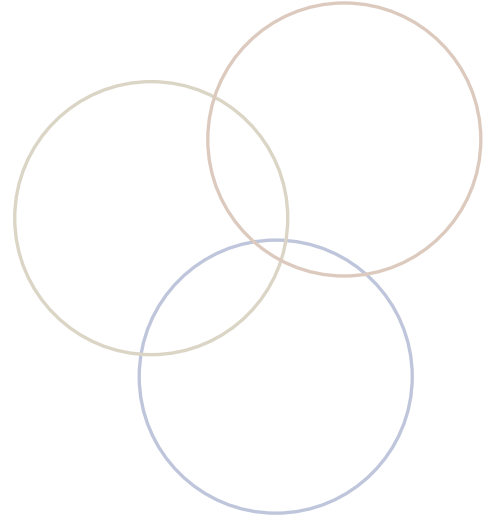


# Streamlining Business and Educating Our People

## Challenge

With a Human Resource Department of one for a staff of 126 spread over 52 different locations, Housing Development Corporate MidAtlantic (HDC MidAtlantic), a non-profit provider of quality affordable apartments, townhomes, and rental housing, needed a benefits option that would be easy to manage. They were seeking a solution that would allow ease of enrollment and consolidation of billing.



## Solution

Already familiar with a defined contribution model, HDC MidAtlantic was a perfect candidate for the

“The on-site representative demonstration was the biggest component of success for the onboarding process. It was a great example of how a one-on-one connection and personal attention can really make a difference.”

– Jolene W., Employee, Housing Development Corporation MidAtlantic

Bright Choices Exchange. Not only did it fit their requirement for better portfolio management, it educated their workforce, allowing them to become to healthcare consumers with a full understanding of their benefits, the costs and how they were being used.

With the Bright Choices Exchange they received:

- ▶ A smooth enrolment process
- ▶ Consolidated billing which helped with overall budgeting
- ▶ Better management of their entire benefits portfolio
- ▶ A clear, concise and easy to use online portal



– Terri Emler, Director of Human Services

## Results

When the decision was made to switch to the Bright Choices Exchange, StoudtAdvisors representatives provided an onsite demo, walking HDC MidAtlantic employees through the enrollment process and how to use the online portal. Having someone there in person to answer questions helped ease employee concerns over the switch to a new benefits program that was primarily online.

The Bright Choices exchange has been a welcome change for HDC MidAtlantic employees previously used to a traditional insurance benefit package. The online interface allowed them to compare and contrast benefit options, making them better educated as well as enabling customized packages for specific needs.

For more information visit [stoudtadvisors.com](http://stoudtadvisors.com)  
or call us at 717-581-8382.

