

Voice of the consumer: Expert Guidance findings

Aptia | Apr 22, 2024



By leveraging open enrollment insights in your strategic planning for the coming year, Aptia aims to help you ensure plan designs meet your intended objectives. At Aptia, our proprietary Expert Guidance decision-support tool used by our benefits administration clients and their employees helps employers understand the dynamics of their unique population and confidently make strategic decisions based on employee insights.

By linking the Expert Guidance responses to demographic and election data, we can not only examine year-over-year trends, but observe how consumers behave with decision support compared to their colleagues at the same employer who opt out of decision support.

[Download the full report](#)

