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Case Study

BRONSON

Industry: Health System

Employees: 9,500

Company Summary:
Bronson Healthcare is a regional, not-for-profit health system that has been serving southwest Michigan since 1900. As the largest employer in the region, Bronson has over 9,300 employees, more than 1,700 medical staff members, and 747 licensed beds across its network. The system includes four hospitals, a behavioral health hospital, and a skilled nursing and rehabilitation facility. Locally owned and governed, Bronson is deeply rooted in its communities and committed to delivering exceptional care to the people of southwest Michigan.

THE CHALLENGE

Navigating the complexities of modern healthcare requires a Workday tenant that is as agile as the industry itself. Since implementation, Bronson's HR and Benefits teams identified that their legacy benefit configurations had become a hurdle to efficiency, burdened by redundant structures and technically active plans that were no longer in use. This resulted in time wasted, confusion, and a poor employee experience.

To maintain peak performance, the team at Bronson Healthcare partnered with Kognitiv to audit and overhaul these legacy frameworks.

THE SOLUTION

Bronson leveraged Kognitiv to conduct a thorough benefits review, identifying areas for improvement and recommending enhancements to both processes and systems, including a comprehensive cleanup of benefit configurations to improve compliance, accuracy, and user experience.

- Configured during Open Enrollment, these enhancements refined benefit events and rules while updating and testing all related business processes, groups, plans and more.
- Kognitiv mapped key improvements to consolidate benefit groups from 10 down to two. By eliminating 36% of unused plans, they delivered a simplified and more intuitive enrollment process.
- Collaboration on COBRA optimization improved integration accuracy by 50% and boosted compliance. By eliminating the need for constant monitoring, the team reduced manual intervention by two hours weekly.

THE IMPACT

These enhancements have reduced the need for manual intervention, while increasing confidence in the accuracy and efficiency of process completion with minimal employee-related issues. The overall business impact for Bronson centered on achieving significant operational efficiency, improving compliance and data accuracy, and enabling a strategic reallocation of resources.

These efforts reflect Bronson's ongoing commitment to optimizing its systems and delivering a more seamless and independent employee experience. This partnership with Kognitiv has empowered Bronson's internal HRIS and Benefits teams to continuously improve their workflows, engage vendors with greater confidence, and ensure the system delivers the best possible continuous value.

Significant Time Savings & Efficiency
~300 hours saved annually by automating repetitive tasks

Streamlined System & Improved Accuracy
By eliminating obsolete configurations and consolidating benefit groups, Bronson reduced unused plans by 36%, driving a 50% increase in COBRA integration accuracy and overall compliance

Enhanced Employee Experience & Reduced Inquiries
Leveraging Workday features enabled an optimal self-service experience for employees, cutting down employee inquiries to the benefits team by 10%.

Strategic Reallocation of Resources
By freeing up time from transactional tasks, the benefits team could focus on strategic initiatives and complex, high-value employee support.

Ready to Discover Your Unique Solution?

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