

BENEFITFOCUS® Success Story AMERICAN EAGLE OUTFITTERS, Inc.

Shifting to Consumer-Driven Health Care for Savings

Company Overview

AMERICAN EAGLE OUTFITTERS, Inc. (NYSE: AEO) is a leading global specialty retailer offering high-quality, on-trend clothing, accessories and personal care products at affordable prices under its AMERICAN EAGLE OUTFITTERS® and Aerie® brands. The company was founded with one store in Novi, Michigan in 1977. Presently headquartered in Pittsburgh, PA, American Eagle Outfitters has more than 1,000 stores and 40,000 associates worldwide.

Challenge

In 2017, American Eagle Outfitters (AEO) had a goal of increasing their high deductible health plan (HDHP) adoption for its relatively young workforce. At the same time, they knew they had to maintain a diverse and competitive benefits offering to attract and retain top talent – a task that is not always easy in the retail industry.

With five health plan options consisting of a mix of PPOs and HDHPs complemented by HSAs and HRAs, AEO needed a way to encourage employees to evaluate their options based on their specific needs rather than defaulting to their election from the previous year. Was there a way to do this without walking through enrollment with each employee?

Solution

AEO found a way to encourage more consumer-driven benefits behavior across their workforce through BENEFITFOCUS® Marketplace combined with BENEFITFOCUS® Core Analytics.

Benefitfocus Marketplace enabled AEO to transform the enrollment process into a familiar online shopping experience complete with plan recommendations and comparison tools. Core Analytics integrated the

AMERICAN EAGLE OUTFITTERS®

INDUSTRY

Retail

NUMBER OF EMPLOYEES

44,000

SOLUTION

[BENEFITFOCUS® Marketplace](#)

[BENEFITFOCUS® Core Analytics](#)

RESULTS

Increased HDHP adoption by 28%

Improved employee benefits education

Enhanced the enrollment experience

“Complementing Benefitfocus Marketplace with Core Analytics ultimately helped us increase our HDHP adoption by getting employees to evaluate their true coverage needs.”

— Tammy Fennessy
Benefits Manager,
American Eagle Outfitters

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previous year's medical and prescription claims data into the decision support tools so employees could estimate costs for each 2017 plan option.

The end result? AEO saw an increase of 28% in their HDHP plan enrollment in 2017.



Learn how Benefitfocus' powerful and comprehensive solutions can reduce benefit administrative complexity for you and your employees. Start now and contact: sales@benefitfocus.com.
