Aptia has been recognized by ISG Provider Lens™ as a 2024 Rising Star in the category of Health and Welfare (H&W) Benefits Administration Services

Service development strategy

Aptia's road map for developing its service and underpinning technology is well aligned with key market trends. Planned developments include increasing program design flexibility and the scope of available offerings, improvements to personalized decision support, simplified new carrier set-up and modernization of data transfers, improved experiences for administrators and participants, and greater integration of services, including online educational content.

Rich legacy from Mercer

Aptia can build upon its predecessor's success in the health and welfare benefits administration market. Its reputation for excellent service as demonstrated by its pre-acquisition participant satisfaction ratings of 95 percent and contact center Net Promoter Score (NPS) of 79. This, together with the new brand's vision and strategy, provides an excellent basis for further success.

Simplified and positive participant experiences

Through a combination of product design that emphasizes UX and integrated decision support, 24/7 virtual support and licensed counselors, Aptia can simplify the benefits enrollment process, enabling participants to have the visibility of and engagement with available benefits and required information to optimize personal benefit choices.

Download the Transformational HR Outsourcing Services (HRO) Report for additional insights.

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