How Aptia is championing diversity, equity, and inclusion through our Solutions

While there are many ways to address diversity, equity, and inclusion (DEI) within your organization, your benefits program is critical to evaluate. We understand that every employee and their family members have unique needs. As an employer of choice, it's critical to offer a benefits program that supports your employees and ensures every team member feels genuinely appreciated and supported.

Drawing insights from feedback by our clients and their workforce, Aptia has made significant strides in refining our solutions to meet the pressing needs surrounding diversity, equity, and inclusion (DEI). Our initiatives range from delivering a broad spectrum of benefits beyond the basic coverage to providing access to digital healthcare platforms specifically tailored to better support underserved populations to offering multi-language solutions. We stand committed to assisting our clients in achieving their DEI objectives, showcasing our dedication to fostering an inclusive environment for all.

Here are 10 actions Aptia is taking to address diversity, equity, and inclusion.

We cater to a wide range of needs within a diverse population.

Understanding that each employee has their own set of wishes when it comes to benefits programs, we ensure our offerings are as varied as the individuals themselves. Whether an employee is looking for basic health coverage or additional supplemental protections to secure their personal and family's future, Aptia has it covered.

Our ecosystem of integrated benefits spans from fundamental protections such as medical, dental, and vision plans to spending accounts, along with more focused options like condition management programs, and advocacy and navigation services, ensuring every employee finds the perfect fit for their needs within your company's insurance plan. With over 200 integrations within our expanding ecosystem, we are more equipped than ever to meet the nuanced design goals of our clients' plans.

Aptia is dedicated to helping our clients provide a benefits package that transcends the ordinary. We acknowledge the necessity of offering advanced solutions that address the specific needs of a diverse workforce.

We provide access to digital health care solutions inherently designed to better support underserved populations.

We provide access to digital healthcare solutions inherently designed to better support underserved populations, highlighting our commitment to inclusivity and comprehensive care. Through our extensive integrations, we make it effortless for employers to enrich their benefits package with digital solutions. These digital health interventions are crucial for underserved communities because they often:

- come with minimal to no cost for employees,
- streamline access to healthcare providers,
- mitigate common barriers like transportation, and

- allow employees to experience a more consistent quality of care.

We offer an omni-channel communication approach.

In today's diverse communication landscape, we recognize that preferences for engaging with services can vary greatly among individuals. Aptia is committed to accommodating these preferences by offering an omni-channel communication approach. Our methods are designed to reach every employee effectively, ensuring they have the information they need in the format they prefer. Our comprehensive communication toolkit includes communications delivered via:

- SMS
- Email
- Chat/Chatbot
- Videos
- Microsites
- Paper materials
- Live support from Benefit Counselors

We have incorporated diversity and inclusion into our communications strategy.

Ensuring communications are inclusive and reflective of the diversity found within your memberships is a top priority. By collaborating with experts in Diversity, Equity, and Inclusion (DEI), we've crafted communication materials to adhere to these important principles. Key elements of our approach include:

- Employing inclusive language in communications
- Showcasing diversity in the representation of benefits
- Adjusting the reading level of our materials to engage a wider audience

We support Spanish-speaking employees.

With over 13% of the United States population speaking Spanish at home, we recognize the importance of offering content in Spanish. Aptia ensures comprehensive support for Spanish-speaking employees through various avenues:

- **Enrollment Site**:
  - A visible English/Spanish toggle switch allows users to choose their preferred language.
  - The core website content is available in Spanish translation.
- **Contact Center**:
  - Spanish-speaking benefits counselors are accessible, facilitated by a client-specific Spanish greeting and Interactive Voice Response (IVR) prompt, which also includes a survey in Spanish.
  - A language line is available to ensure comprehensive support in the contact center.
- **Spanish Communications**:

- We provide translations for client-specific content.
- Non-system generated communications, such as the Open Enrollment (OE) guide and postcards, are translated.
- Educational videos are made available in Spanish.

We can reflect a third gender on files.

Aptia supports inclusivity by offering employers the capability to record a third gender option (U), catering to individuals who do not categorize themselves strictly as “male” or “female”. Our system is adept at handling the transmission of this nuanced data to carriers through eligibility files, assuming the carriers are equipped to process it electronically. Looking ahead, we are committed to advocating for our clients, pushing for a broader acceptance of this data across the board.

We offer closed captioning on educational videos to support participants who are hearing impaired.

To aid those who are deaf or hard of hearing, our educational videos include closed captioning, ensuring accessibility for all participants.

Designing an inclusive employee experience with DEI as a priority.

At the core of Aptia’s solution design is the principle of inclusion. We consciously integrate DEI considerations in the development and continuous improvement of the Aptia enrollment site to ensure it is accessible and accommodating to all users. Engaging with diverse focus groups and consulting with UX experts who specialize in accessibility, we gather valuable insights to enhance the accessibility, usability, and overall satisfaction with our platform.

Your Aptia team engages in DEI training and working groups.

Your Aptia team is deeply committed to cultivating a diverse, equitable, and inclusive environment. Understanding the profound truth that thriving individuals lead to thriving businesses and communities, we devote ourselves to unlocking opportunities for all team members. This is achieved through comprehensive formal training programs and active participation in focus groups centered around diversity, equity, inclusion, and allyship. We stand firm in our belief that nurturing a diverse workforce and fostering an inclusive culture are essential to our business's success.

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