

Case Study

Founded more than 30 years ago, Las Vegas-based Boyd Gaming Corporation is a leading casino entertainment company, owning and operating 16 gaming entertainment properties in six states.

The company prides itself on treating employees like family, with a strong emphasis on personal interaction. That extends to its employee benefits department, which, up until last year, maintained a number of labor-intensive benefit functions in-house. A staff of 60 people handled all aspects of administering a comprehensive benefits package for 30,000 members – everything from benefit enrollment, to addressing changes, to paying medical claims. It was a hands-on approach that focused on quality, but became costly and somewhat inefficient in recent times.

Aon Consulting helped Boyd Gaming develop a five-year plan to modernize its benefits department and improve efficiencies. Starting with an actuarial study, Aon Consulting assessed where the company could update its benefit programs without sacrificing quality. This included helping Boyd Gaming outsource its benefits enrollment and claims processing so that the team could focus on more strategic issues. Working together, Aon Consulting and Boyd Gaming grew the plan offerings from a single PPO “one size fits all” health plan, to a choice of three plans, including a consumer-driven health plan, offering employees greater variety and better access to their benefits choices.

The personal touch wasn't lost, however. It came into play when it was time to communicate the new changes to employees. Boyd Gaming's top executives held onsite meetings at all company locations and prepared a seven minute DVD for all employees that featured many of the top executives, including the CEO, discussing the long legacy at Boyd Gaming of providing a comprehensive package of employee benefits at affordable prices for all employees and their families to help employees not only understand the value of their benefits but to also full understand their new choices.

In the next phase of the company's five-year plan, Boyd Gaming is currently launching an employee benefits portal through Aon during the fourth quarter of 2008. In addition to providing employees with an efficient method to select and manage their own plan choices, the employee benefits portal will include a new wellness program to help promote healthy employee lifestyles.

This evolving partnership between Aon Consulting and Boyd Gaming Corporation has allowed Boyd Gaming to update and properly communicate the value and quality of their employee benefits package with minimal disruption to employees. This process has generated significant savings, and best of all, the employees have embraced their new benefits with understanding, ease and are appreciative of the new freedom of choice.

*Bob Berglund
Vice President
Boyd Gaming*

AON CONSULTING

