



## MERCER MARKETPLACE 365+ HELPS GOODWILL DENVER EMPOWER EMPLOYEES THROUGH COMPETITIVE BENEFITS

Goodwill Industries of Denver provides education, career development and employment opportunities to help Coloradans in need achieve self-sufficiency, dignity and hope through the Power of Work program. More than half of Goodwill Denver's employees report a disability or disadvantaging condition. As a 501(c)(3) nonprofit organization, it has to offer all employees relevant, yet cost-effective benefits to fulfill its mission.

### KEY CHALLENGES

- Offer more choice in benefits that appeal to a changing workforce made up of more millennials and gen Xers
- Communicate benefit options and how to use a private online exchange
- Educate those who may be offered benefits for the first time
- Ease HR's administrative load

### MERCER MARKETPLACE 365+ SOLUTION

Working together, Mercer and Goodwill Denver customized a Mercer Marketplace 365+ solution that offers:

- **Choice** through benefits packages that can include health, dental and life insurance; vacation, holidays and sick leave; and 403b retirement plans, so employees can choose the coverage they need.
- **Clear communication** in printed materials, in conversation and online based on what employees prefer, including support for Goodwill Denver's Champions who visited stores during the initial open enrollment, as well as ongoing support.
- **Decision support** through online educational tools and from the call center's licensed benefits counselors, who answer questions to help employees understand their options, make informed decisions and learn how to use their benefits.

### RESULTS THAT KEEP DELIVERING

With Mercer Marketplace 365+, Goodwill Denver:

- Offers a wide choice in benefits that employees tailor to their needs
- Empowers employees to make their own informed benefits decisions
- Simplified HR administration
- Gained flexibility to adapt to future needs and appeal to, and keep, needed talent

### IN THEIR OWN WORDS

"I appreciated that Mercer was seeing Goodwill not just as a client, but as a partner. It is very important to us to know that we are partnering toward the same goal and aligning on our mission."

— Leslie Peabody,  
Vice President of HR, Goodwill Industries of Denver

### ABOUT MERCER MARKETPLACE 365+

Mercer Marketplace 365+ clients have the advantage of scale with the flexibility they need bundled into a future-ready solution that helps employees live healthier lives, simplify their healthcare experience, and save money along the way.