

# The Standard Introduces Educational Modules for Group Insurance

By [Nathan Golia](#) October 12, 2012 URL:

Portland, Ore.-based **The Standard** has released online interactive educational modules to help employees of group insurance customers better understand their available life and disability insurance in a simplified way.

"The modules are designed to offer employees a go-to benefits resource that aims to help overcome enrollment barriers and help employees make the right decision during enrollment," said John Jones, assistant vice president, E-Business with The Standard, in a statement. "During times when contributory coverages are playing a larger role in employers' benefits offerings, it is critical to find fresh, engaging ways to educate and assist employees."

The customizable modules are tailored to each employer's policy, so employees learn how their specific policy works, how to estimate their needs and select appropriate coverage, and how to enroll. It also features:

- Calculator tools aimed at motivating individuals to sign up for coverage
- An step-by-step guide through the benefits decision-making process
- A link to the employer's enrollment website or form
- Voiceovers and video

"For businesses with remote locations or a small number of employees, this tool allows employers an easy, yet effective, way to walk through enrollment materials when an on-site option is not feasible," Jones adds. "This approach allows us to deliver relevant, consistent information about benefits in a cost-effective and simplified manner for our customers' employees."