

Interview of Art Brooks of BeneTrac

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Mr. Trantum: Good morning. I'd like to get started today by asking you, "What does BeneTrac do?"

Mr. Brooks: Well, BeneTrac is a technology company. We are a provider of web-based electronic enrollment and benefits management software. With great technology, people, and services, we help the human resource professionals, eliminate paperwork, automate the benefits package they offer to their employees, and save time and money that can be confirmed by a return on investment model that we also provide.

Mr. Trantum: Specifically, I'd like to talk to today about the implementation of the reporting process. What inspired the addition of this implementation process?

Mr. Brooks: Great question. BeneTrac is constantly working to refine and revise and provide better technology and better services. This implementation process is a key part of that. We've always had one, but it has been refined to be what it is today because we work with customers, HR end-users, benefits brokers, and carriers, their feedback and expectations have been valued input. And, it is customizable for each of the implementation. We needed a process that was customizable to meet each unique need, to set expectations, and to track progress expectations to make sure that everyone was on the same page. So, initially we build a site from the moment the order is placed that is customized to have the end user's look and feel and access to those that are appropriate. To see the implementation begin and watch it step-by-step shows them the process and how things work. It's to ensure again a smooth implementation and that everybody can dynamically see what task we're on, who's responsible, when it is due; it's a playbook if you will.

Mr. Trantum: Well, what are some of the important aspects of the new implementation reporting process feature?

Mr. Brooks: The implementation process with BeneTrac starts at the presentation level with a pre-implementation schedule, and that is a dynamic planning tool that mirrors the steps that are going to be presented when they move forward in the implementation reporting process. So, it is a pre-implementation tool that allows HR and their benefits' broker to plan for when they need the system for an open enrollment, a live date if you will. This begins from an order date and gives them access to start using the system to observe the progress of implementation through to the delivery of their completed sites. So, the implementation schedule allows them to predict an view the progress according to their needs and as they move forward, the implementation reporting process mirrors that, and everybody gets to again have the access to the current stage, a description of what that stage is, who is responsible for completing that stage, a due date; and it moves forward to give an excellent outcome and an outcome based on expectations that were initially set. This keeps it on time, keeps it on track.

Mr. Trantum: Well then, how is this feature customized to each organization's needs?

Mr. Brooks: This process is based on history and experience, which supports the customization for each group's needs and to transition typically off the expensive and cumbersome paper process into the technology. This process is implemented and customized for each group's unique outcome for delivery date of the system. Within the implementation there is a unique customized implementation for each of the connections of their BeneTrac site with their carriers and third party administrators and their payroll systems and so forth. So, this is a very complete customization based upon past success of BeneTrac.

systems and so forth. So, this is a very complete customization based upon past success of BeneTrac.

Mr. Trantum: Of course with this type of information there is always a concern on a part of people about the security of the information. I wonder if you could talk a little bit about that issue?

Mr. Brooks: Security is primary. Without good security; all of the benefits of good technology would be suspect, so we start out with HIPPA compliance for a unique specific site which is protected with passwords. The state-of-the-art password protection, page-by-page authentication, and the reporting process are protected with secure protective letters, SSL, and intrusion detection. Everything that is provided in security for their BeneTrac site included from day one in this implementation process as well.

Mr. Trantum: I'm curious as to the appropriateness of the product to smaller- or medium-sized companies?

Mr. Brooks: That really somewhat defines our market. BeneTrac targets from 100 lives to 5,000. We have many groups that are smaller than that, 50 on up. We have many medical carriers that are 20 and up with various applications. So while we're 100 to 5,000, our average size is around 270; and that means we have a pretty large group of clients that are under 200 and as small as 25.

Mr. Trantum: As you're well aware, there are many organizations that have locations in various areas, and because of that their benefits and carriers can be quite varied. I was wondering if this product has the flexibility to deal with a situation like that?

Mr. Brooks: Yes, Hugh. Multi-locations, including headquarter companies and satellite offices or offices in other states, are very common for companies today in the United States, and we have many of those. The system has to be able to support varied eligibility rules within a company of employee-type statuses as well as unique product offerings based upon geography to be as viable a tool as it is. It not only offers products based upon the user, but also administration can be filtered and separated based upon administrative users as well. So, it is very robust in that regard and supports the real HR needs today for multiple locations and diversity of plan offerings.

Mr. Trantum: How should an HR manager get started if he or she is interested in using BeneTrac?

Mr. Brooks: Well, they can contact us, either through the website at www.benetrac.com or they can call at 619-788-5800, which will give them a general number and they can contact us at that. Toll free number is 877-645-4342, ext 5800. They should also contact their Benefits Broker/Consultant.

Mr. Trantum: Okay, well thank you very much for your time, and I'm sure our readers will be very interested in this very valuable product from BeneTrac. Thank you.

Mr. Brooks: Thank you.



Art Brooks, vice president of sales for BeneTrac -- a software development company in the field of HR Benefit Administration -- has been with the company since its inception in 1999.

Known as a pioneer in the electronic enrollment and benefits management arena, Mr. Brooks has over 10 years of benefits administration experience. He shares his vision of the trends shaping the future of HR Benefit Administration. Contact him at abrooks@benetrac.com

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