

CASE STUDY

# 12 Oaks Senior Living

Building a Strategic Enrollment Experience  
That Scales with Growth



selerix✓

# Company Overview

## INDUSTRY

Senior Living

## LOCATION

Dallas, Texas

## EMPLOYEES

Approximately 1,200 and growing

## WEBSITE

<https://www.12oaks.com>



## The Challenge

### Employee Benefits Experience and Participation Strategy

For more than 30 years, 12 Oaks Senior Living has focused on delivering exceptional care across its growing network of senior living communities. As the organization expanded into new markets and added communities across the country, its HR and benefits administration processes had become increasingly difficult to scale.

At the same time, 12 Oaks' evolving business structure created additional complexity. Ownership across operating communities required varying plan designs and benefits strategies, making flexibility essential.

*“Our business model continues to evolve and change. That impacts the way we provide benefits and design plans across our communities. We needed a partner that could grow with us.”*

Melissa Labor | Chief People Officer

The company's primary challenge was creating a better employee benefits experience. The existing enrollment experience created friction for both employees and HR. Employees often struggled to navigate plan options, compare benefits, and fully understand the value of their offerings. Because the workforce is highly distributed across many smaller communities and markets, it was difficult to deliver consistent communication and education.

Not only did the existing solution require a high level of manual support from HR, but the team was also fielding a steady stream of daily questions related to enrollment and benefits navigation.

*“Not having something employees could sit and learn from was a major gap. The videos and educational content became huge for us.”*

Melissa Labor | Chief People Officer

Employees needed more accessible education, and HR needed a solution that could scale alongside the company's rapid growth. The team began looking for an option that would better support both objectives.



## The Partnership

The relationship began through trusted industry connections, bringing together 12 Oaks, Selerix, and The Baldwin Group around a shared goal: creating a better employee benefits experience.

Through the partnership between Selerix, The Baldwin Group, and the 12 Oaks leadership team, conversations quickly moved beyond technology and focused on solving real operational and employee experience challenges. Throughout implementation and beyond, The Baldwin Group worked closely alongside both organizations to help ensure alignment, continuity, and a seamless experience for the 12 Oaks team.

For the 12 Oaks team, the Selerix partnership stood out immediately.

*“Understanding our core values and working alongside us in that way was outstanding. We value the partnership because we genuinely see those same values reflected in the Selerix team.”*

Erika Robledo | HR Director

*“Our goal is to be best-in-class, and to do that, we need to work with best-in-class partners.”*

Melissa Labor | Chief People Officer

The Selerix team worked closely with Melissa and Erika to design a solution that complemented—rather than replaced—their existing systems. By integrating with Paycom while layering in custom communications, educational resources, and enrollment support, Selerix helped 12 Oaks modernize the employee experience without disrupting operations.

## The Solution

Rather than forcing 12 Oaks into a one-size-fits-all platform, Selerix built a flexible enrollment experience tailored to the organization’s structure and workforce.

### Key components included:

- Custom benefits enrollment experiences integrated with their HCM
- Educational videos and communication campaigns tailored specifically for 12 Oaks employees
- Simplified enrollment workflows designed to improve usability
- Flexible plan configurations across multiple ownership structures and communities
- Expanded enrollment support for newly acquired communities and new hires
- ACA compliance support and administrative guidance

One standout feature was the customized educational content developed specifically for 12 Oaks’ **‘Value-Based Benefits Strategy’**. The Selerix team created videos and resources that helped employees better understand plan options and make more informed decisions.

**The communication tools also transformed the way HR connected with employees**

*“Before, we were getting around 10 benefit-related emails a day. Now employees receive emails and text communications directly through Selerix, which matters tremendously for our dispersed workforce.”*

Erika Robledo | HR Director

# The Strategic Enrollment Experience Advantage

While operational efficiency was an important objective, 12 Oaks ultimately viewed enrollment as an opportunity to better educate and engage employees.

Like many employers with a geographically dispersed workforce, the organization faced the challenge of helping employees understand increasingly complex benefit offerings while ensuring they had the information needed to make confident enrollment decisions.

For Melissa and her team, the goal was not simply to make enrollment easier—it was to create a more engaging and educational experience that helped employees better understand the value of their benefits.



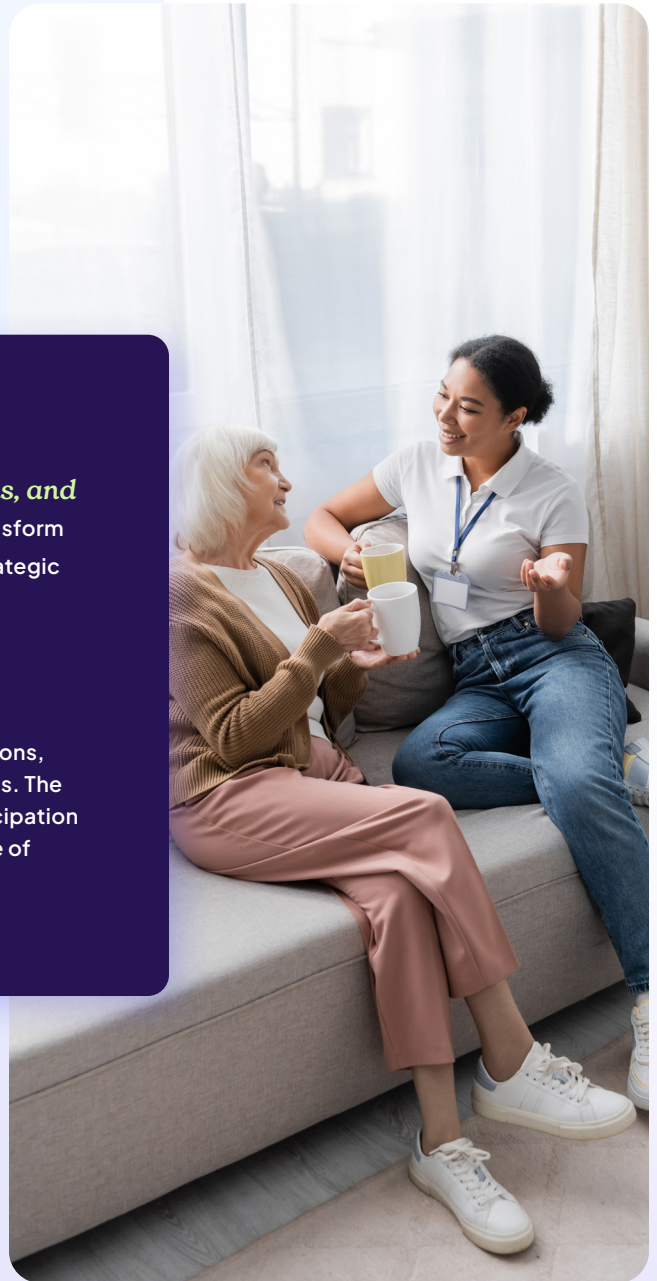
***Through customized educational content, enrollment videos, targeted communications, and decision-support resources,*** Selerix helped transform enrollment from a transactional event into a more strategic employee engagement opportunity.



***The results extended beyond operational efficiencies.*** Employees gained easier access to information, improved visibility into their benefit options, and greater confidence during the enrollment process. The organization also saw encouraging increases in participation across several benefit offerings, reinforcing the value of education-driven engagement.

As healthcare costs continue to rise, employers are placing greater emphasis on helping employees become informed consumers of healthcare and benefits. By creating a stronger foundation for employee education and participation, 12 Oaks has positioned itself to support broader workforce engagement and long-term benefits strategies.

Looking ahead, the organization is exploring opportunities to leverage Selerix Engage to deliver year-round communications and educational campaigns, extending employee engagement well beyond open enrollment and helping employees stay connected to their benefits throughout the year.



# The Results

The impact of the partnership was felt almost immediately.

Open enrollment launched smoothly, with significantly less confusion and fewer support issues than previous years. Employees engaged more actively with their benefits, supported by personalized education and easier navigation.

## Key outcomes included:

- Reduced HR administrative burden and fewer employee support requests
- Increased employee understanding of benefits offerings
- Improved medical participation and strong voluntary benefits engagement
- Better communication with a geographically dispersed workforce
- Successful onboarding of newly acquired communities without major disruption
- Simplified ACA compliance management with stronger confidence in reporting accuracy
- Improved employee engagement with enrollment education and benefits communications
- Increased participation across key benefit offerings
- Greater employee understanding of available benefits and plan options
- Stronger foundation for future employee engagement and benefits education initiatives

The success of the initiative was also driven by strong collaboration across all partners involved. By working closely together throughout implementation and ongoing support, Selerix, The Baldwin Group, and the 12 Oaks team created a coordinated approach that helped simplify administration while improving the employee experience.



*“Education has helped a lot,”*

*“Employees know where to go, who to reach out to, and they better understand their benefits.”*

12 Oaks HR Team



OUR PASSION IS HELPING SENIORS  
THRIVE IN COMMUNITY



## Looking Ahead

As 12 Oaks continues to expand, the organization sees Selerix as a long-term strategic partner capable of evolving alongside its business.



The focus moving forward is not only on enrollment, but on maintaining year-round engagement through education, communication, and employee support. Through continued collaboration with Selerix and The Baldwin Group, 12 Oaks is building a scalable foundation that helps employees make informed benefits decisions while supporting the organization's long-term workforce strategy.

For Melissa and Erika, the success of the partnership goes beyond technology. The result is a stronger employee experience, improved workforce communication, and a benefits program designed to grow alongside the organization.

*“You don’t always have to start over to make meaningful change. You just need the right partner.”*

Melissa Labor | Chief People Officer



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Contact our team to see how your HR department can lead the way in efficiency, compliance, and employee experience.

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