



Boston Medical Center

PARTNERSHIP CASE STUDY

Student Loan Refinancing
Employee Benefit

Boston Medical Center

PARTNERSHIP CASE STUDY

Student Loan Refinancing Employee Benefit

1. The Surprising Impact of Student Debt on the Millennial Mindset, Laurel Road, 2018

Laurel Road is a brand of KeyBank National Association offering online lending products in all 50 U.S. states, Washington, D.C., and Puerto Rico. Mortgage lending is not offered in Puerto Rico. All loans are provided by KeyBank National Association, a nationally chartered bank. NMLS # 399797. ©2020 KeyCorp® All Rights Reserved. Laurel Road is a federally registered service mark of KeyCorp. 855 Main St, Floor 8, Bridgeport, CT, 06604, USA.



936159756



Background

In April 2015, after gathering feedback from employees, Boston Medical Center became one of the first hospital networks to recognize the need for offering student loan refinancing as an employment benefit. BMC sought to stand out as a more attractive workplace for healthcare practitioners. If implemented properly, it would simultaneously alleviate the burden of educational debt while bolstering recruitment efforts.

Program Requirements

- Without a defined budget, BMC determined that a cost-free student loan refinancing benefit was the best option.
- As an added perk, BMC wanted a student loan refinancing benefit that could be extended to employee's immediate families.
- BMC looked for a partner that was familiar with the healthcare industry, its employees and their loan situations.
- BMC had a strong desire to work with a local partner whose representatives could be available for presentations and benefit fairs.
- As a hospital network focused on information security, BMC sought out a partner who placed similar emphasis on compliance and data protection.
- With more than 700 house staff, BMC wanted a long-term student loan refinancing benefit that appealed to residents, fellows and attending physicians alike, and that would save their employees over the lives of their loans.

WHY BMC Selected Laurel Road

UNIQUE REFINANCING OPPORTUNITY

Our one-of-a-kind refinancing product, designed specifically for residents and fellows, allowed house staff to secure a low payment during training. We were first-to-market with this solution and the only lender to offer it from January 2015 to November 2017.

HEALTHCARE-FOCUSED PRODUCTS

We work with a high percentage of healthcare workers. Since 2018, approximately 70% of our borrowers work in the industry.

PROGRAM FLEXIBILITY

We offered an additional 0.125% rate discount for employees on top of already low rates and extended this benefit to their immediate families. BMC appreciated the fact that Laurel Road was often able to provide employees rates within the low end of rate range offerings.

PERSONAL RELATIONSHIP

Headquartered in New York City with a strong presence in Boston, we committed to quarterly in-person presentations, benefit fair presence and digital webinars that ensured BMC employees were aware of all available repayment options, both Federal and Private.

DEDICATED TO USER EXPERIENCE

We offered an online application, developed entirely in-house, which provided BMC employees a streamlined experience. In fact, our NPS score was 81 as of February 2020.

INFORMATION SECURITY

As a refinance provider that is part of a FDIC insured bank - KeyBank N.A. - we're held to high information security and regulatory standards in the financial industry.

PROGRAM Implementation

With no technology integration required, our program implementation was simple and straightforward. Once the agreement was signed, it was only three weeks before the first marketing channel was launched.

We developed a unique landing page for BMC employees, tracked application activity and created several co-branded promotional assets that included:

- Email Content
- Direct Mail
- Blog Posts
- Educational Brochures
- Infographics
- Presentation & Webinar Content

The initial announcement was communicated via email, followed closely by an educational webinar, benefit fair presence and direct mail.

REPORTING AND Performance

We provided BMC with comprehensive reporting on a monthly basis, including how many employees were applying, being approved, closing loans and the savings generated by the program. Based on the findings, BMC launched financial wellness initiatives tailored to employees' needs.



Keys TO Success



Multi-channel marketing approach

The greatest periods of employee application activity were preceded by multiple promotional touch points. For example, a direct mail piece and email touting the benefits of the program in the same two-week period.



Importance of Employee Education

At launch, many employees were unsure of the best repayment options. Through a series of webinars, live presentations and educational content, we helped them make decisions.



Collaborative Promotional Strategy

Student loan refinancing as a benefit is a relatively new concept, which caused some uncertainty among employees. Alongside BMC, we closely monitored the impact of each promotional initiative and collaborated to develop the best positioning for each.



Impact of a Healthcare Workforce

We've partnered with employers in a variety of fields, including law, architecture, manufacturing, pharmaceutical and engineering. Due to the consistently high level of graduate degree debt incurred by healthcare professionals, they tend to be the best candidates for the student loan refinancing benefit.