

UNIVERSITY OF KENTUCKY BOARD OF TRUSTEES

Melissa Frederick, Vice President and Chief Human Resources Officer



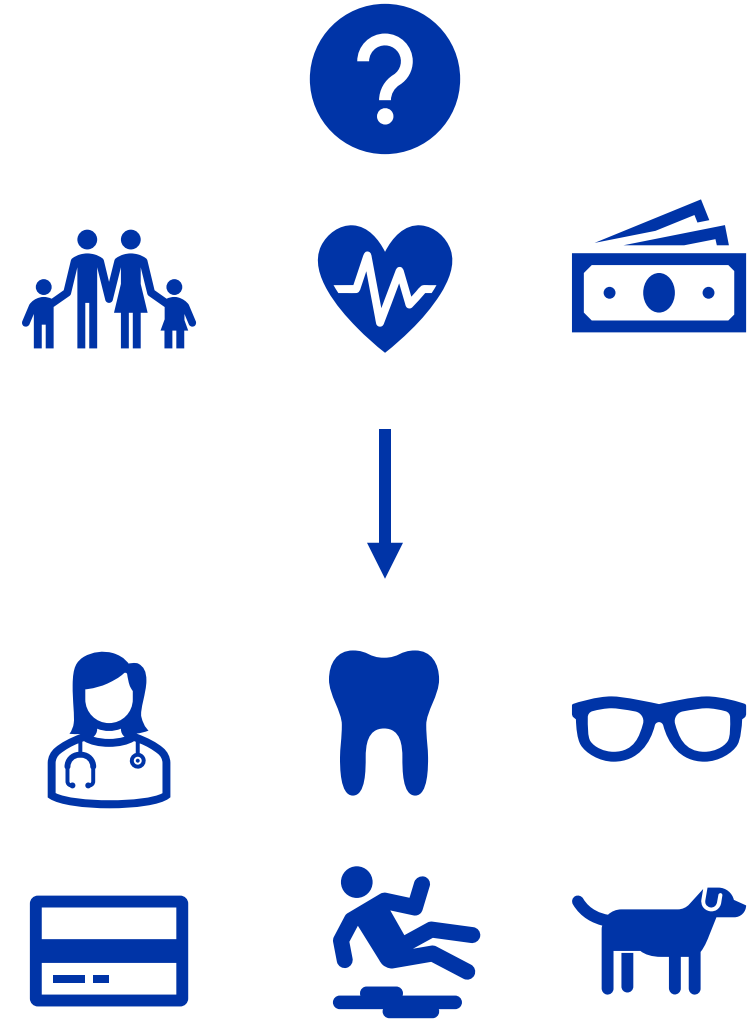
USING ARTIFICIAL INTELLIGENCE (AI) AND TECHNOLOGY TO SUPPORT OUR EMPLOYEES

Nayya for benefits open enrollment

- Nayya is an AI-powered platform that helps people feel more confident in selecting their benefits.
- It is available at no cost through our contract with life insurance vendor Prudential.

Nayya for benefits open enrollment

- Employees answer a few questions about their family, health and finances, and they are matched with a recommendation for which plans from our overall benefits package might be the best fit for their unique needs:
 - Health, dental and vision
 - Flexible spending accounts
 - Accident insurance
 - Pet insurance
 - Others



Data privacy

SOC-2, HIPAA
and CCPA
compliant



Personal data
is anonymized
and securely
stored in the
cloud



Data is kept
private and will
not be shared
with UK



Nayya for benefits open enrollment

Your visit needs

How many visits to the following providers do you plan to make in the upcoming year?

Your best guess is fine.

Total primary care visits
2

Primary care visits for anything other than prevention / checkups

Total specialist visits
0

Medical Specialist visits (pediatrician, dermatologists, GI, etc).

All information collected by Nayya will be maintained in accordance with the Nayya [Privacy Policy](#).

Milestones & life events

Are you preparing for any of the following this year?

☐ Planned medical procedure

☐ Having a baby

☐ Adopting a child

☐ Getting married

☐ Buying or selling a home

☐ Caring for an elderly adult

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Your financial snapshot

Aspects of your financial life help us recommend a cost-effective plan for you.

☒ I'll enter my financial info

☐ No thanks, I don't want my financial info to be considered in my benefits recommendation

☐ Mortgage

☐ Student Debt

☐ Credit Card Debt

☐ Other Debt

Nayya for benefits open enrollment

Here are the highlights of your recommended medical benefits strategy based on your survey:

Saver



Recommended Medical Plan
that fits you.

+

HSA



Take advantage of your
employer's HSA contribution.

+

Supplemental Plans



Add extra protection based on
your projected needs.

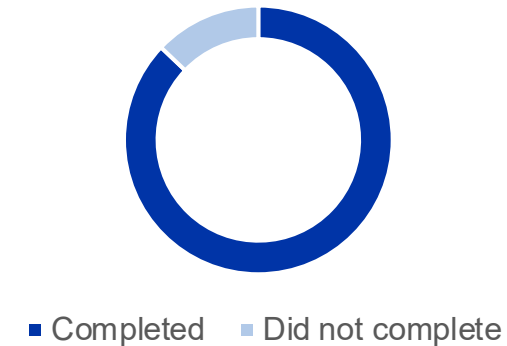
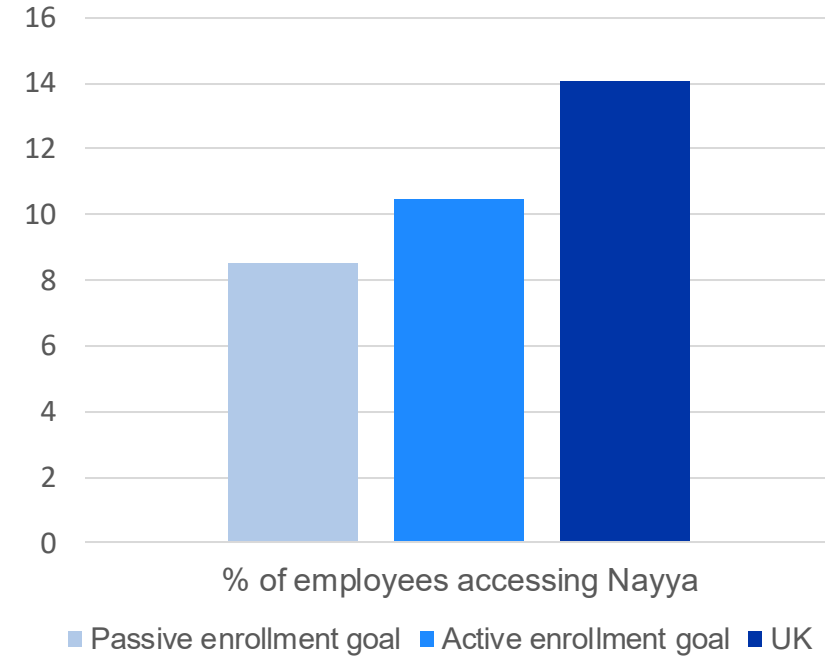
See examples of common medical events and how recommended benefits can cover you.

[Explore Scenarios >](#)

USING AI AND TECHNOLOGY TO SUPPORT OUR EMPLOYEES

Nayya results

- From April 28 to May 16, 3,769 employees accessed Nayya.
 - 14.1% of benefits-eligible employees
- Nayya benchmarks:
 - 8.5% for passive enrollment
 - 10.5% for active enrollment
 - UK had a hybrid enrollment this year, with an active enrollment required only for those on the health insurance plans that were eliminated
- 3,282 employees completed the survey
 - 87.1% completion rate



USING AI AND TECHNOLOGY TO SUPPORT OUR EMPLOYEES

Overall, our employees were more engaged than ever

Nayya helped our team focus on meaningful interactions with our employees:



2,998 phone calls



3,618 emails



117 consultations



517 attended virtual open
house (Staff Senate
collaboration)



185 attended
informational webinar
Replay viewed 167 times



269 attended
RHP/EPO webinar
Replay viewed 347 times

USING AI AND TECHNOLOGY TO SUPPORT OUR EMPLOYEES

Overall, our employees were more engaged than ever



1,072 views of videos
on how to enroll in myUK



Website page views

- Open enrollment landing page: 12,003
- Health insurance main page: 9,069
- PPO plan page: 5,557
- HMO plan page: 4,626
- Saver plan page: 3,524

Potential future uses of AI and technology

- HR team is:
 - Implementing technology to allow potential job candidates to self-schedule a meeting with a recruiter.
 - Using Power BI to create dashboards for recruiting metrics.
 - Exploring a tool to begin text communications with job candidates.
 - Looking into technology to support leave processing.

QUESTIONS

