



2026 **Enrollment Technology**
Strategy Seminar

Bridging Benefits and Beyond

**LDEX Standards:
Operational Impact of Standardization**



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The Value Of Standardization – A Case Study

During this session, rather than focusing on hypothetical benefits, we will highlight proven results focused on real-world outcomes, measurable gains, and success stories from industry partners who have already implemented standardized approaches.

THE CASE BY THE NUMBERS

- API integration between Prudential and PlanSource
- New business using the LDEx BEM Standard
- 21,000 eligible life group enrolled during 4Q 2026
- Enrolled in Self-Administered Core and Supplemental Health benefits
- End to end implementation in 8 business days

The Effort to Achieve Standardization

Commitment to changing how you do business

Strategy must be supported by both carriers and technology providers

This approach to standardization will impact your integration partners

Partners can align on common language established by the LDEx Standards

Commitment to managing data differently

Architectural modernization including sunseting of ineffective data solutions is critical

Technical development must lead to actual utilization of industry standards

Moving from batch to transactional data delivery forces you to no longer send it and forget it

Multi directional shift in data management leads to true reconciliation

The consequences for sending bad data no longer goes unnoticed

Commitment to operational change

Standardization forces all teams to have a more detailed understanding of the data ecosystem

Intent becomes apparent and quality of data impacts downstream processing

Realization that using a common data structure is simply not enough to recognize efficiency gains

Your processing is not in effective when done in a vacuum

The Results of Standardization

Non-Standardized EDI Case Implementation

- File on-boarding for group of this size would typically take 2 to 3 months
- Multiple rounds of testing each with numerous file iterations
- High likelihood of not having data in good order by the group effective date
- Manual load processes
- Initial data limited to Supp Health only, excluding Self- Administered Core

Standardized API Case Implementation

- End to end implementation took only **8 business days**
- Full population sync included
- Validation had very few data issues
- LDEX Coding Supplement being included allowed for accurate case structure
- Allowed for both Supp Health and Self-Administered Core data to be provided
- Enabled seamless data capture of both current and new plan year data
- Leveraged LDEX RSP for policy level reconciliation

Key Metrics of Standardization

Speed and Efficiency Gains

- Case setup time
- Time to test payload receipt
- Number of test iterations
- Record quality
- Enrollment processing time

Adoption Scale

- Number of integration partners
- Number of cases

Modernized Delivery

- API vs EDI delivery methods
- Transactional vs Batch Processing
- Time to issue

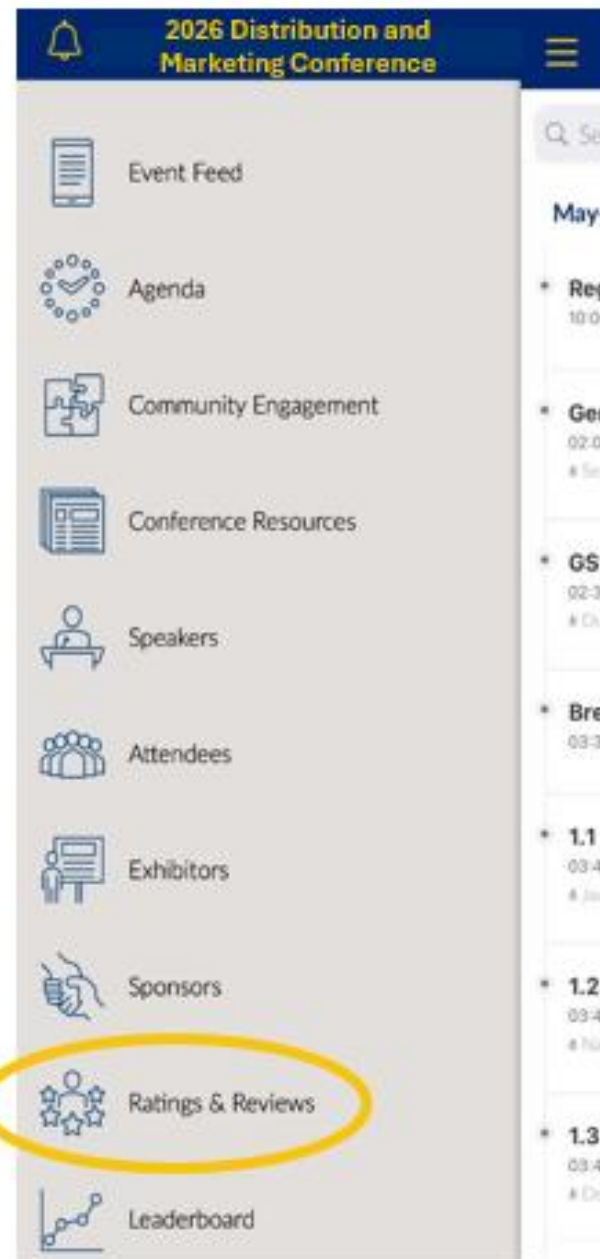
Standardization Considerations

- **What does it take to effectively standardize your operational processes?**
- **Does replacing your current proprietary EDI formats with LDEx Standards add value?**
- **How do you engage your integration partners in advance of your first case implementation?**
- **Is compliance with the LDEx Standards really that big of a deal?**
- **Is digital transformation and system modernization enough to begin recognizing ROI?**

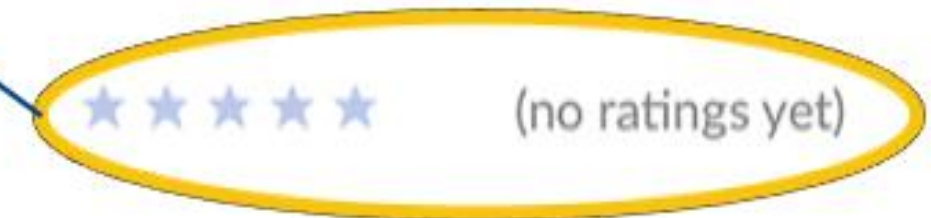
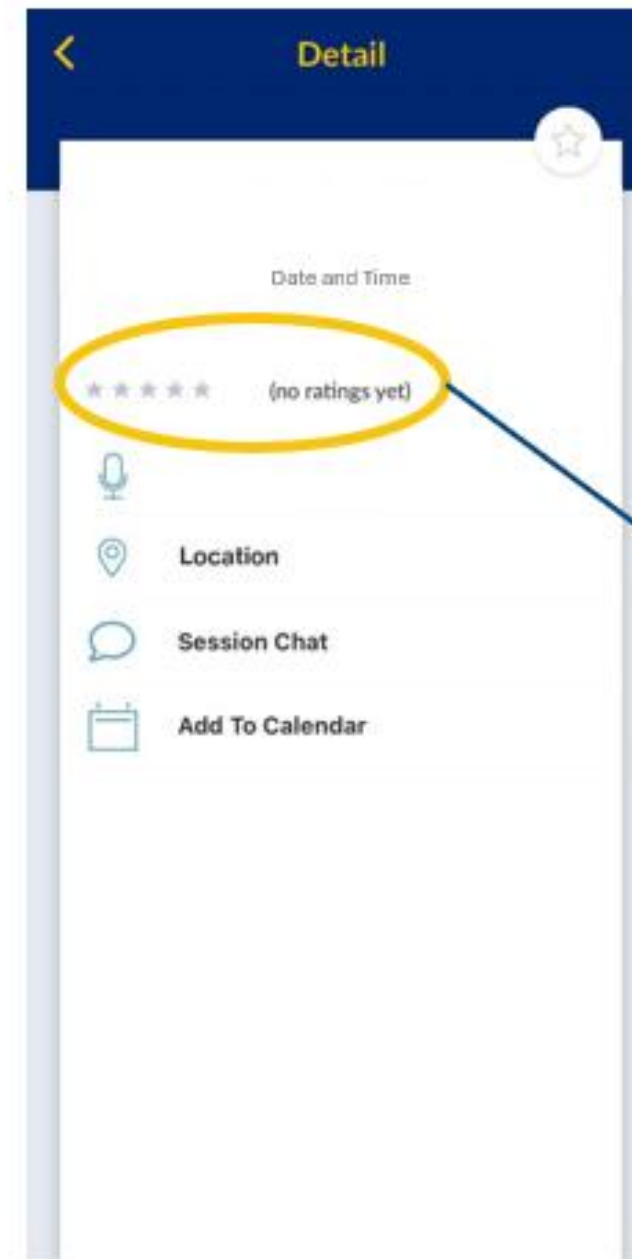
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Module Option



Agenda Option



Revolutionizing data flow with the LDEx Standards.

All LDEx Standards are made freely
available.

Learn more at www.LIMRA.com/LDEx

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