

The BurnAlong HR Leadership Series Presents

# Open Enrollment & Planning for 2021

Insights from Top Brokers and Consultants

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**Deb Smolensky**

**NFP**

VP of NFP Ventures and Global  
Practice Leader



**Marie Chalmers**

**Marsh & McLennan**

Former Principal at Mercer,  
Executive Vice President



**Richard Silberstein**

**SIG, an Alera Group Company**

President



**Nancy McCarrick**

**Aon**

Senior Vice President, Health  
Solutions



**Daniel Freedman - Co-Founder/Co-CEO BurnAlong**

[Daniel@BurnAlong.com](mailto:Daniel@BurnAlong.com)

*Moderator*





# THE BURNALONG SOLUTION

'Bringing People Online What Works In Person'



## 1 CHOICE AND DIVERSITY

▶ 5,000+ Online videos from 750+ instructors across 45+ categories.

## 2 SOCIAL MOTIVATION

▶ Including option to invite others to join you live for real motivation.

## 3 PERSONALIZATION

▶ Machine Learning for guidance.

### Optional Social:

See & hear people you know live.  
Class is synchronized across your group (iOS, Android & web)

# DEEPER DIVE: IMPACTING PEOPLE TRADITIONALLY NOT INCLUDED

**29%** of Users take Specialty & Emotional Support (Fast-Growing Area)

## SPECIALTY

- ▶ Adaptive Workouts
- ▶ Arthritis
- ▶ Diabetes
- ▶ Fit Over 50
- ▶ Parkinson's
- ▶ Physical Therapy
- ▶ Prenatal
- ▶ Nutrition

## EMOTIONAL SUPPORT

- ▶ Life Coaching
- ▶ Meditation
- ▶ Mental Health
- ▶ Mindfulness
- ▶ Parenting
- ▶ Sleep
- ▶ Stress Management
- ▶ Travel



ADAPTIVE WORKOUTS



ARTHRITIS



DIABETES



FIT OVER 50



MENTAL HEALTH



PRENATAL



NUTRITION



LIFE COACHING



PARKINSON'S



MEDITATION



PARENTING



CANCER WELLNESS



PHYSICAL THERAPY



TRAVEL



STRESS MANAGEMENT



SLEEP

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