

**NIOXIN® Research Laboratories, Inc.**

**BACKGROUND**

For nearly twenty years, NIOXIN® Research Laboratories, Inc. has been creating healthy solutions for the millions of people who struggle with the challenge of thin-looking hair. NIOXIN® team has developed the most advanced system to improve the appearance of fine and thinning hair, and in doing so the company has evolved from a small niche-category business to become an industry leader in healthy hair products. Today, NIOXIN® products are sold at professional salons throughout the U.S. and in 43 other countries, and the company employs over 150 people.



**CHALLENGE**



The company needed a way to better educate employees about their health benefits while reducing the amount of printed communications they were distributing. The company’s HR department found it was spending too much time, money and resources preparing benefits documents for recruits, new hires and the rest of their workforce. They wanted a solution that allowed HR personnel to focus on strategic initiatives and spend less time preparing documents. In addition, they needed a way to keep company policies, procedures and benefits communications current and easily accessible for all employees.

**SOLUTION**

NIOXIN® chose A.D.A.M.’s Benergy Communications™ Platform, Total Compensation Statements and Enrollment Services for their employee communications, online plan enrollment and benefits management services. NIOXIN® uses these products to provide up-to-date information to employees in multiple locations throughout the United States, Canada, United Kingdom and South America.

The company selected the Benergy Communications Platform for the following reasons:

- The comprehensive nature of the Benergy Communications Platform
- The ease of implementing other A.D.A.M. products with the platform
- The ability of the products to meet the needs of a decentralized sales force
- The competitive price and high value to the company

## BENEFITS

NIOXIN® discovered that they could now easily relay important benefits and HR information to their employees. In addition, Benergy has become their primary form of communication with employees, as well as the go-to-source for company information.

“There is a lot less administrative work now that we can direct people to Benergy for standard HR information,” said Art Hansen, VP of Human Capital at NIOXIN®. “The response to Benergy has been very positive. Employees now have a place where they know they can find personalized information, whether it is for health topics, company policies, or an employee handbook issue.”

Initially the company selected to deploy just the Benergy Communications Platform, however, the efficient implementation and positive reaction from employees convinced them to add other A.D.A.M. products. They were able to easily integrate Total Compensation Statements and Enrollment Services into the existing Benergy Communications Platform enabling them to streamline their benefits communications and enrollment process while making the administration and management of open enrollment periods more manageable for them and easier for their employees.

After implementing the Total Compensation Statements, NIOXIN® conducted an annual attitude and opinion employee survey and recorded an increase of 30 points over the previous year regarding the “perceived value” of the benefits offered to employees. “It was a tremendous turnaround and was very satisfying to see. We took the time to print statements and explain them to the employees and it really worked,” noted Hansen.

As an added benefit, NIOXIN® found they could use the Benergy platform for more than just their original goal of simplifying employee communications. With the vast health content and wellness information in Benergy, the company realized they could expand their employee health programs and use these resources to encourage their employees to lead healthier lifestyles. “Benergy has helped us build on our health program by encouraging our employees to change their lifestyles by doing more health-related activities,” said Hansen.

The Benergy Communications Platform continues to give the company the tools they need to save time and money. “The benefits information side alone is great, but the bonus is that we have been able to utilize it from the HR side. Benergy has been a dramatic help for us and I would highly recommend it.”

## ABOUT A.D.A.M.

A.D.A.M. (Nasdaq: ADAM) is a leading provider of health information and benefits technology solutions to healthcare organizations, employers, benefits brokers, consumers, and educational institutions.

For more information, call **1.800.755.ADAM** or visit **[www.adam.com](http://www.adam.com)**