



## ClickEnroll Corporate Biography

### About ClickEnroll

ClickEnroll was founded in 2021 with a mission to modernize and humanize the benefits enrollment experience for employees, brokers, and carriers alike. With a focus on simplifying complexity, ClickEnroll empowers organizations to drive participation, improve plan understanding, and deliver a seamless digital experience across diverse populations.

### Product Suite

ClickEnroll's modular product suite supports end-to-end benefits engagement and enrollment:

- **ClickEnroll ExpressCase** – Rapid employer group deployment in hours
- **ClickEnroll Engage** – Advanced communication engine with clickstream tracking, behavioral targeting, and AI-powered drip campaigns
- **ClickEnroll Select** – Personalized decision support tool using demographic, plan, and utilization data
- **ClickEnroll Enroll** – Core benefits enrollment platform with compliance-integrated workflows, mobile optimization, and real-time reporting
- **ClickEnroll API Layer** – Supports quoting, status, billing, policy issuance, and LDEx integration with third-party systems

### Founder & Leadership

ClickEnroll was founded by Robert Lashley, a seasoned technology and benefits executive with over two decades of experience in enrollment systems, product development, and data integration. Rob brings a unique blend of hands-on technical skill and strategic vision, having led large-scale implementations across carrier, broker, and union environments. His leadership emphasizes responsiveness, transparency, and a relentless commitment to service excellence.

### 100% On-Shore Development & Support

ClickEnroll proudly maintains a 100% on-shore development and client support team. All platform development, group builds, and client services are performed by experienced U.S.-based professionals, ensuring faster turnaround, real-time collaboration, and domain-specific expertise in benefits administration.

Our on-shore support model also powers our group servicing structure—providing direct assistance for enrollment campaigns, call center scheduling, and long-term engagement strategy for all client types, from large unions to regional employers.

### Executive Sponsorship Program

ClickEnroll's **Executive Sponsorship Program** offers direct access to senior leadership throughout the



client lifecycle. This program ensures high-touch service, issue resolution, strategic planning, and innovation alignment—establishing each partnership as a shared path to long-term success.

## Technology Stack

ClickEnroll operates on a modern, scalable, and secure architecture optimized for high-volume enrollment and real-time communication:

- **Core Technologies:**
  - **PHP, JavaScript, Node.js, and React** for rapid application development and front-end interactivity
  - **MS SQL Server** as the primary transactional database, supplemented by **MongoDB** for schema-flexible data structures
  - **PostgreSQL** for specific analytics and reporting layers
- **Cloud Infrastructure:**
  - Hosted on **AWS Cloud Services** (complete migration finalized in 2025)
- **Carrier & Partner Integration:**
  - **LDEX** and **EDI-ready** for demographic sync, billing, and policy feedback
- **Communications Stack:**
  - **AIRCALL** for integrated call center voice capture and routing
  - **TWILIO** for SMS, MMS, and voice messaging
  - **SendGrid** for branded email delivery and engagement tracking
- **AI & Machine Learning:**
  - Embedded AI logic for plan recommendations, campaign triggers, and behavioral scoring

This robust technology stack enables ClickEnroll to deliver fast, reliable, and secure experiences to users and partners across every industry vertical.