

Benefit Plan Communications:

Do my employees value our plans?

Every year, more than 80% of employers re-vamp their benefits plans ... and yet only 20% of employees make new elections – due largely to ineffective communications and decision support.

Annual enrollment is made all the more difficult by the nature of the choices that employees must make. Health coverage decisions are often numerous, complex and – in light of rising costs – emotionally sensitive.

Common goals of an effective communications program include:

- Increase your employees understanding of their benefits; making them self-sufficient and secure in their benefit choices
- Increase the perceived value of benefit plans so your company gets more appreciation and your employees get a sense of their importance to the organization
- Keep your employees informed of any changes to their benefits, with a particular focus on how changes may affect them and their families



Educating the right employees on the right plans increases employee satisfaction with their benefits and helps contain health care costs for both your organization and your employees.

Where to turn for help

My Benefit Partners can assist you in understanding and effectively addressing strategies to implement successful benefit plan communications. We offer advisory services that can help you:

- Develop a strategic approach to communicating your plans
- Identify tools and resources to help you succeed
- Provide expert communications knowledge
- Conduct training for your staff

Effective communication mediums include:

- Benefit booklets
- Enrollment kits
- Payroll stuffers
- Email campaigns
- Universal enrollment forms
- Benefit statements
- Enrollment presentations
- Webinars
- Enrollment meetings
- Benefit website
- Enrollment website
- Assistance call center
- Multi-lingual communication

Please contact your local MBP consultant if you have any questions or would like to discuss opportunities to address your company's communication efforts.