

HOW TO TAKE EMPLOYEE COMMUNICATIONS BEYOND OPEN ENROLLMENT

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Why Do We Communicate?



- Help employees understand their benefits or other programs
- Drive behaviors, such as wellness
- Heighten employee morale
- Improve engagement and retention
- Focus employees' attention on their jobs
- Move your audience to action

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The Case for Year Round Communications

A diagram with several black rectangular redaction boxes covering content. The boxes are arranged in a way that suggests a flow or relationship between different elements, though the specific details are obscured.

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6



What Others Are Doing

75%

Keeping employees and families engaged in their benefits year-round is an organization's greatest communication challenge

100%

Of companies who communicate year-round are less likely have compliance issues

93%

Of companies that communicated year-round met their goals.

18%

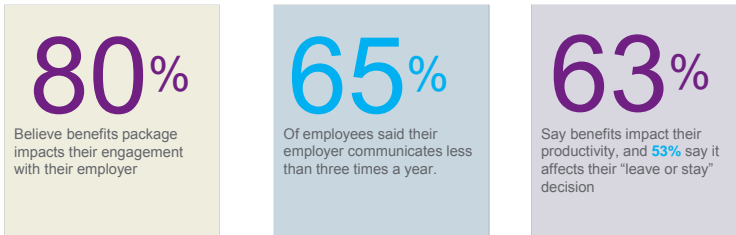
Of organizations communicate year-round

Benz Communications, 2014 Inside Benefits Communication Survey; 2014 Aflac WorkForces Report

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What Employees Say



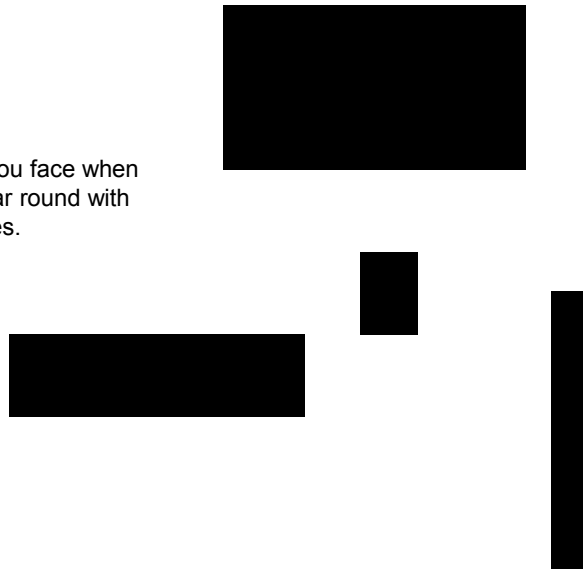
Benz Communications, 2014 Inside Benefits Communication Survey; 2014 Aflac WorkForces Report

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Poll

Identify an obstacle that you face when trying to communicate year round with your company's employees.



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10

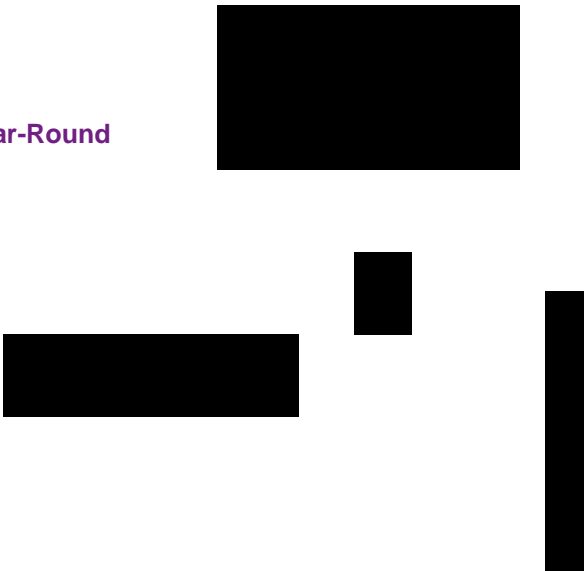
Obstacles To Communicating Year-Round

For some	<ul style="list-style-type: none">▪ Time▪ Money▪ Other resource constraints
For many	<ul style="list-style-type: none">▪ Try new approaches▪ Challenge ourselves▪ Measure progress▪ Admit when things are not working
For all	<ul style="list-style-type: none">▪ Identify goals and key messages▪ Develop strategy and timeline▪ Implement communication campaign

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How To Implement Year-Round Communications



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12

Survey Your Workforce (if possible)

- SurveyMonkey
 - Easy to survey employees via email
 - Minimal cost
- Learn about employees' preferences
 - How they like to receive information
 - Pinpoint educational needs

The screenshot shows a survey form with the following sections:

- Header:** Willis Towers Watson logo and 'Willis Towers Watson' text.
- Section 1:** 'Survey Target Area' with fields for 'Business Unit and Title', 'Business Unit', 'Business Location', and 'Business Name'.
- Section 2:** 'Employee Target Area' with fields for 'Name', 'Job Title', 'Company', 'Email Address', 'Phone Number', and 'Who is your Willis contact?'.
- Section 3:** 'Are you a current Willis contact (Current Practice client)?' with 'Yes' and 'No' radio buttons.
- Section 4:** 'Please select which best represents your current level of responsibility' with radio buttons for 'Executive/VP', 'Senior/Staff/Manager', 'Mid-level/Professional', 'Emerging/Professional/Consultant', 'Individual Contributor', and 'Other (please specify)'. There is a text input field below.
- Section 5:** 'Please select which best represents your area of responsibility' with radio buttons for 'All Willis Business Functions', 'Healthcare', and 'Financial Services'.

Internal Communication Audit

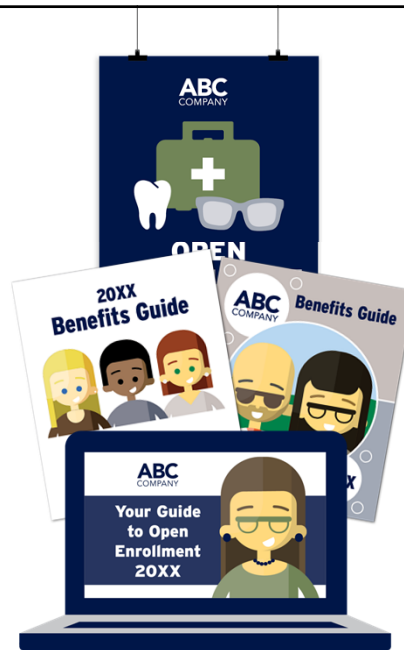
Collect materials you've sent to employees:

- Benefit guides
- PPTs
- Emails
- Posters
- Videos
- Presentations
- Other

Discuss with your team:

- What worked?
- What didn't work?
- What could we do better?
- How will we do it?

Don't forget to review any tracking results you have from technology solutions, such as videos or text messages



Analyze Your Workforce By Role

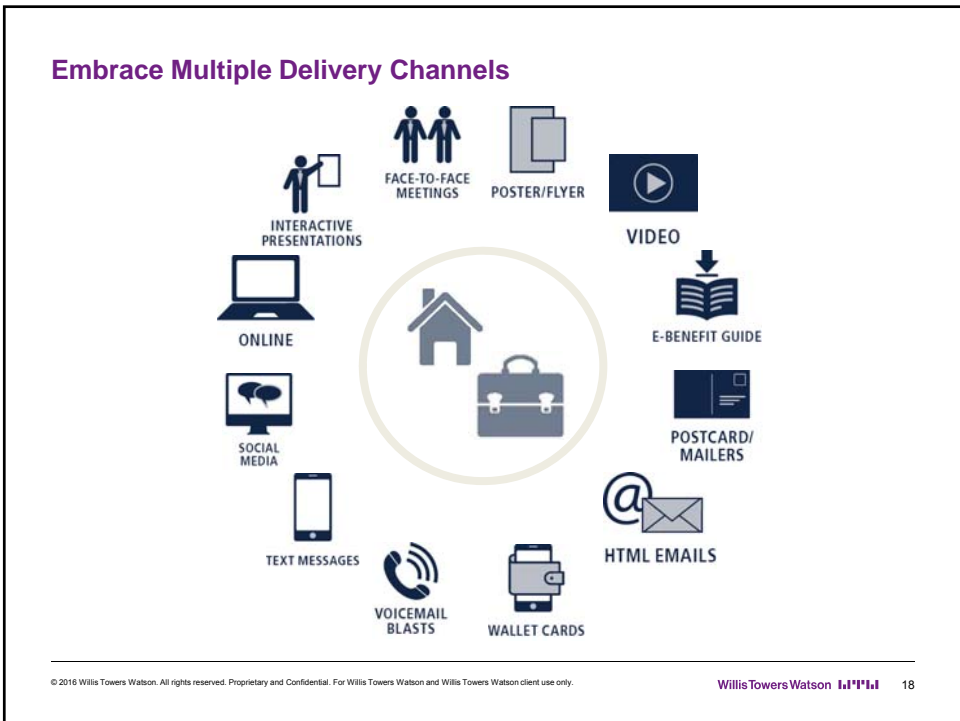
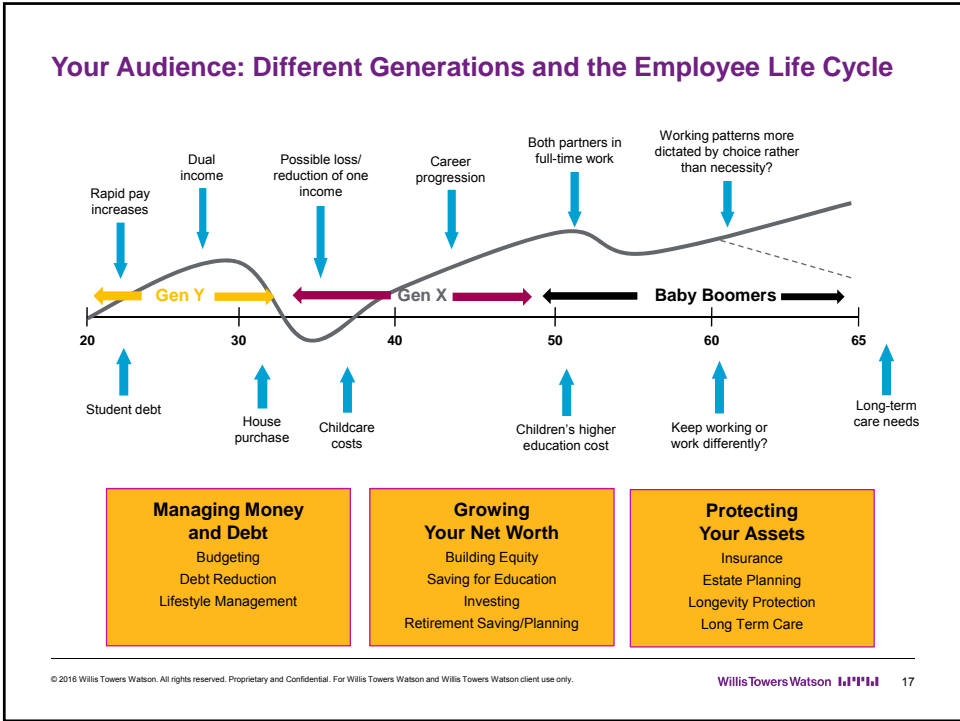
CORPORATE	VIRTUAL EMPLOYEES	FLOOR EMPLOYEES	REMOTE	SPECIAL GROUPS			
 <p>Office</p> <p>ABOUT ME Uses computer and mobile phone; can check email remotely</p> <p>MEDIA RECOMMENDATIONS</p> 	 <p>Salesforce</p> <p>ABOUT ME Uses mobile phone to connect; access to computer from hotel or home</p> <p>MEDIA RECOMMENDATIONS</p> 	 <p>Telecommuters</p> <p>ABOUT ME Works from home; uses computer and phone</p> <p>MEDIA RECOMMENDATIONS</p> 	 <p>Manufacturing</p> <p>ABOUT ME Limited computer access at work and home</p> <p>MEDIA RECOMMENDATIONS</p> 	 <p>Medical Facility</p> <p>ABOUT ME Works long hours; limited computer access at work and home</p> <p>MEDIA RECOMMENDATIONS</p> 	 <p>Retail</p> <p>ABOUT ME Not at a desk; limited computer access at work and home</p> <p>MEDIA RECOMMENDATIONS</p> 	 <p>Remotely Located</p> <p>ABOUT ME In a remote location (oil rig, truck, overseas); limited computer access</p> <p>MEDIA RECOMMENDATIONS</p> 	 <p>Union Employees</p> <ul style="list-style-type: none"> Requires careful attention to message content and delivery Focus on printed communication forms, delivered at mandatory meetings <p>Human Resources</p> <ul style="list-style-type: none"> Requires extra training (train the trainer) Reviews all communications <p>Senior Leadership</p> <ul style="list-style-type: none"> Use face-to-face meetings and print materials Keep content brief <p>English as a Second Language</p> <ul style="list-style-type: none"> Use visual presentations with translations Hold face-to-face meetings to allow for questions

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Analyze Your Workforce By Generation

Traditionals (1926-1945)	Baby Boomers (1946-1964)	Gen X (1965-1980)	Millennials (1981-2000)
<p>ABOUT ME Practical, hardworking, respects authority, rule follower, values company loyalty, uncomfortable with technology</p> <p>MEDIA RECOMMENDATIONS</p>  	<p>ABOUT ME Idealistic, ambitious, consensus driven, lives to work, prefers academic style teaching and presentations</p> <p>MEDIA RECOMMENDATIONS</p>  	<p>ABOUT ME Self-sufficient, risk-taker, skeptical, seeks work-life balance, results-oriented, prefers thought-provoking presentations</p> <p>MEDIA RECOMMENDATIONS</p>  	<p>ABOUT ME Ambitious, demanding, question everything, team player, works to live, focus on skills, little allegiance to employer, tech savvy, prefers brief, media-rich presentations</p> <p>MEDIA RECOMMENDATIONS</p>  

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Reach Your Employees Via Mobile Technology

64% of Americans have a smartphone
1 in 5 Millennials access internet via smartphone only

Action-oriented info:

- Open enrollment starts today! Enroll at www.abcbenefits.com by October 1
- Make sure you enroll online at www.abcbenefits.com by October 15
- Flu shots today in the training room from 10 a.m. until 2 p.m.

Real-time access:

- Carrier information on a microsite
- Can also contain links to HR or benefits guide/open enrollment site

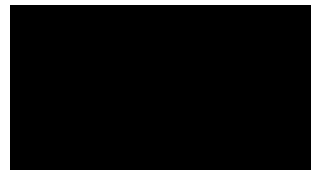


Pew Research and comScore

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How to Create Your Communication Plan



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20

Creating Your Communication Plan

Goals

- Offer program/benefits for employees and families to take an active role in health
- Manage the total cost of health care
- Promote employer and employee accountability
- Offer competitive benefits in the marketplace
- Manage health risk

Mission

- Motivate employees to participate in their own health care through regular communication and incentives
- Limit company health care cost increases on a per employee per year basis
- Share cost with employees through payroll deductions and at the point of service



Challenges

- Generally, employees don't have to actively participate in health care today
- We have allowed employees to enroll in benefits annually if they didn't take action
- Healthy employees need to see the benefits to completing the HRA and participating in benefits

Measurement

- Employees complete the HRA
- Employees understand the HRA is the first step in managing and improving their overall health
- Employees use the results from the HRA to make lifestyle changes by using the education tools, coaching program completion and better results for the following year

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Your Communication Plan

Include:

- Goals, mission, challenges, measurement
- Budget for creating materials
- List of deliverables throughout year

Update as needed



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Create a Communication Calendar

2016	June	July	August	September	October	November
OE Planning	■	■			■	
Benefit guide				■	■	
Educational Emails	■	■	■	■	■	■
Postcard Mailer				■	■	
Poster/Flyer	■	■	■	■	■	■
Brainshark				■	■	
Benefits/HR Website	■	■	■	■	■	■
Social Media	■	■	■	■	■	■
OE Text Message				■	■	
Mobile wallet card	■					
Face-to-Face/Virtual Meeting					■	

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Client Case Study—Wellness Campaign

Sample year-round wellness campaign

2015	February	March	April	May	June	July	August
Email Blasts		Wellness Kick-Off Video from leadership Preventive Care video	Know Your Numbers and Heart Disease	Know Your Numbers and Biometrics	Know Your Numbers and Don't Ignore Your Warning Lights		Know Your Numbers Wellness Incentives
Quarterly GIS Benefit Webinars			Prescription Benefit			Retirement Income Calculator	
Posters		Live Well	Quit Smoking	Know Your Numbers	Calm Down	Move	
Aetna EAP	Member Newsletter	Member Newsletter	Member Newsletter	Member Newsletter	Member Newsletter	Member Newsletter	Member Newsletter
Aetna EAP – GIS Sponsored Webinars	Nutrition Basics	Mentoring through Coaching	Goal Setting For Life/Work	Understanding Learning Styles			Taking Sleep Seriously

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Client Case Study Materials

The collage features several wellness campaign materials:

- QUIT LIVE** posters: Two posters with large text. The first says "QUIT" with a cigarette and "LIVE" with a bunch of green beans. Below "QUIT" is the text "BREATHE BETTER" and below "LIVE" is "LIVE BETTER".
- Email blasts**: A laptop displaying an email blast titled "KNOW YOUR NUMBERS" with a red apple icon and the text "Don't ignore your warning signs".
- KNOW YOUR NUMBERS** brochure: A vertical brochure with a red apple icon and the text "Wellness Incentive Program Enhanced for 2015".
- WELLNESS CAMPAIGN MATERIALS FOR HR LEADERS** brochure: A vertical brochure with a pink flower icon and the text "WELLNESS CAMPAIGN MATERIALS FOR HR LEADERS".
- LIKVEIOW MEVEITCALM** brochure: A vertical brochure with the text "LIKVEIOW MEVEITCALM".
- Wellness Guide Inside Spread**: A horizontal spread with a green and orange background, containing text and a small photo of people.

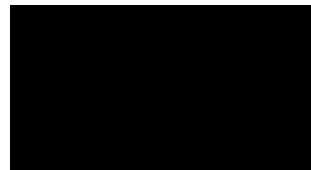


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Poll

Identify the most frequently asked question you receive during the plan year.



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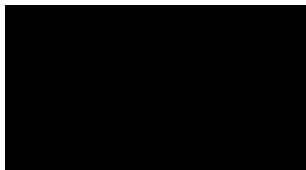
26

Include Year-Round Topics

- Benefit plan use
- Contact information
- Wellness information (based on your trend, survey data)
- Case studies to explain medical plans, FSAs, HSAs and HRAs
- Continuing education around CDHP to help employees plan for the next benefit year
- Financial wellness education (401k, credit union, life and disability insurance)
- Total rewards statements
- Tuition reimbursement/other voluntary benefits education and reminders
- Important reminders, change communications



Tips for Creating Engaging Content



TIPS

Answer the question:
WHAT'S IN IT
FOR ME?
FOR CREATING
engaging messages

HINT: *Think like an employee!*

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AVOID INFORMATION OVERLOAD:


Send information in “bite-size” chunks

- Single topic emails, posters, flyers
- Text messages
- Newspaper style headlines
 - “Coming soon, our new pharmacy plan!”

Extra credit: Visually appealing materials



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Start early
and stay
ahead of
schedule




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Summary of Communication Planning Steps

- **Survey your workforce**
- **Internal communication audit**
- **Analyze workforce by role, generation**
- **Multiple delivery channels**
- **Strategy: goals, mission, challenges, measurement**
- **Budget**
- **Deliverables**
- **Calendar**
- **Content**

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Action Items

- Review your materials.
- Consider your audience(s).
- Identify 1-2 goals.
- Identify 1-2 challenges.
- Consider opportunities for measurement.
- Create a calendar of current communications.