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
The richest benefits program, when under-communicated, has little value.
The Case for Year Round Communications
Communication drives success

- Cost of turnover to US businesses: $11 billion
- Cost to replace employee: $13,996
- 18% of employees actively disengaged

What Others Are Doing

- 75% of companies that communicated year-round met their goals.
- 100% of companies who communicate year-round are less likely have compliance issues.
- 93% of organizations communicate year-round.
- 18% of organizations communicate year-round.

What Employees Say

- 80% Believe benefits package impacts their engagement with their employer
- 65% Of employees said their employer communicates less than three times a year.
- 63% Say benefits impact their productivity, and 53% say it affects their “leave or stay” decision


Poll
Identify an obstacle that you face when trying to communicate year round with your company’s employees.
Obstacles To Communicating Year-Round

For some
- Time
- Money
- Other resource constraints

For many
- Try new approaches
- Challenge ourselves
- Measure progress
- Admit when things are not working

For all
- Identify goals and key messages
- Develop strategy and timeline
- Implement communication campaign

How To Implement Year-Round Communications
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

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
- **Office**
- **Technology**
- **Healthcare Facility**
- **Retail**
- **Remote**
- **Special Groups**

### VIRTUAL EMPLOYEES
- **Salesforce**
- **Telecommuters**
- **Mobile Worker**
- **Flextime**
- **Remote Work**
- **Special Groups**

### FLOOR EMPLOYEES
- **Office**
- **Technology**
- **Healthcare Facility**
- **Retail**
- **Remote**
- **Special Groups**

### MEDIA RECOMMENDATIONS
- **Office**
- **Technology**
- **Healthcare Facility**
- **Retail**
- **Remote**
- **Special Groups**

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Analyze Your Workforce By Generation

### Traditionsals
- **1926-1945**
  - **About Me**
    - Personal, leadership, enjoys authority, not followers, can lead company effectively, unconfident with technology
  - **Media Recommendations**

### Baby Boomers
- **1946-1964**
  - **About Me**
    - Independent, ambitious, enjoys loneliness, allows to work, prefers academic, uses teaching and presentations
  - **Media Recommendations**

### Gen X
- **1965-1980**
  - **About Me**
    - Self-sufficient, risk taker, demanding, seeks work-life balance, values personal freedom, prefers technology, prefers written or electronic presentations
  - **Media Recommendations**

### Millennials
- **1981-2000**
  - **About Me**
    - Ambitious, demanding, information gathering, learns fast, prefers networks, less willing to engage, tech savvy, prefers interactive, hands-on, multimedia presentations
  - **Media Recommendations**

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Your Audience: Different Generations and the Employee Life Cycle

- Gen Y: Dual income, rapid pay increases, student debt, house purchase, childcare costs, possible loss/reduction of one income, career progression.
- Gen X: Both partners in full-time work, working patterns more dictated by choice rather than necessity, children's higher education cost, long-term care needs.
- Baby Boomers: Managing money and debt, growing your net worth, protecting your assets.

Managing Money and Debt: Budgeting, debt reduction, lifestyle management.

Embrace Multiple Delivery Channels:
- Face to face meetings
- Poster/flyer
- Video
- E-benefit guide
- Postcard/mailers
- HTML emails
- Interactive presentations
- Online
- Social media
- Text messages
- Voicemail blasts
- Wallet cards
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

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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

Your Communication Plan

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

Update as needed
### Create a Communication Calendar

<table>
<thead>
<tr>
<th>2016</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
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<td>Benefit guide</td>
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<td>Educational Emails</td>
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<tr>
<td>Face-to-Face/Virtual Meeting</td>
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### Client Case Study—Wellness Campaign

#### Sample year-round wellness campaign

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<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
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<td>Wellness Kick-Off Video from leadership Preventive Care video</td>
<td>Knower Your Numbers and Heart Disease</td>
<td>Know Your Numbers and Biometrics</td>
<td>Know Your Numbers and Don’t Ignore Your Warning Lights</td>
<td>Know Your Numbers Wellness Incentives</td>
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<td>Quarterly GIS Benefit Webinars</td>
<td>Prescription Benefit</td>
<td>Retirement Income Calculator</td>
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<td>Posters</td>
<td>Live Well</td>
<td>Quit Smoking</td>
<td>Know Your Numbers</td>
<td>Calm Down</td>
<td>Move</td>
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<td>Aetna EAP</td>
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<td>Member Newsletter</td>
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<tr>
<td>Aetna EAP – GIS Sponsored Webinars</td>
<td>Nutrition Basics</td>
<td>Mentoring through Coaching</td>
<td>Goal Setting For Life/Work</td>
<td>Understanding Learning Styles</td>
<td>Taking Sleep Seriously</td>
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</tr>
</tbody>
</table>
Poll
Identify the most frequently asked question you receive during the plan year.
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?

HINT: Think like an employee!

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
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
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.