



Benefits Communications and **Best Practices**

CRAWL, WALK, RUN

What are *best practices*?

- Maximizing employees' awareness, understanding and appreciation of their benefits
- Facilitating enrollment and ensuring full participation
- Creating a benefits "culture" and ongoing dialogue
- Eliminating inefficiencies, confusion, re-work



How do you compare?

Employers –

depending on size, sophistication, budget,
management style and other factors –

fall somewhere along the **crawl, walk, run**
continuum in their benefits communication effectiveness.

Benefits Communications



Crawl

The employer that **crawls** does the following:

- Sends information to employees only at enrollment
- Doesn't use a plan or strategy for the method and frequency of communications
- Relies on carrier-provided materials (typically boilerplate)
- Uses only print materials for communications

Benefits Communications



Walk

The employer that **walks** does the following:

- Sends information to employees before and during enrollment and on a limited basis throughout the year
- Uses a basic plan and strategy for the method, frequency and type of communications
- Combines in-house materials with carrier materials
- Introduces online communication resources, historically only print materials were used

Benefits Communications

The employer that **runs** does the following:

- ❖ Communicates often to employees, on a variety of topics, e.g., wellness, enrollment, reducing health costs/improving care
- ❖ Develops and executes a strategic communication plan, considering method, frequency, type of communications, and employee population, while assessing previous communications practices, cost/benefit relationship of communications spend, etc.
- ❖ Uses a specialized communications provider, as well as develops some in-house produced materials
- ❖ Embraces a well-considered combination of materials, including print, online, digital and video resources to maximize effectiveness and success of their communications strategy



Run

Let's talk.

Michael Rogers

President

mrogers@benecomllc.com

978-621-5112

www.benecomassociates.com

