

Advanced Engagement Services

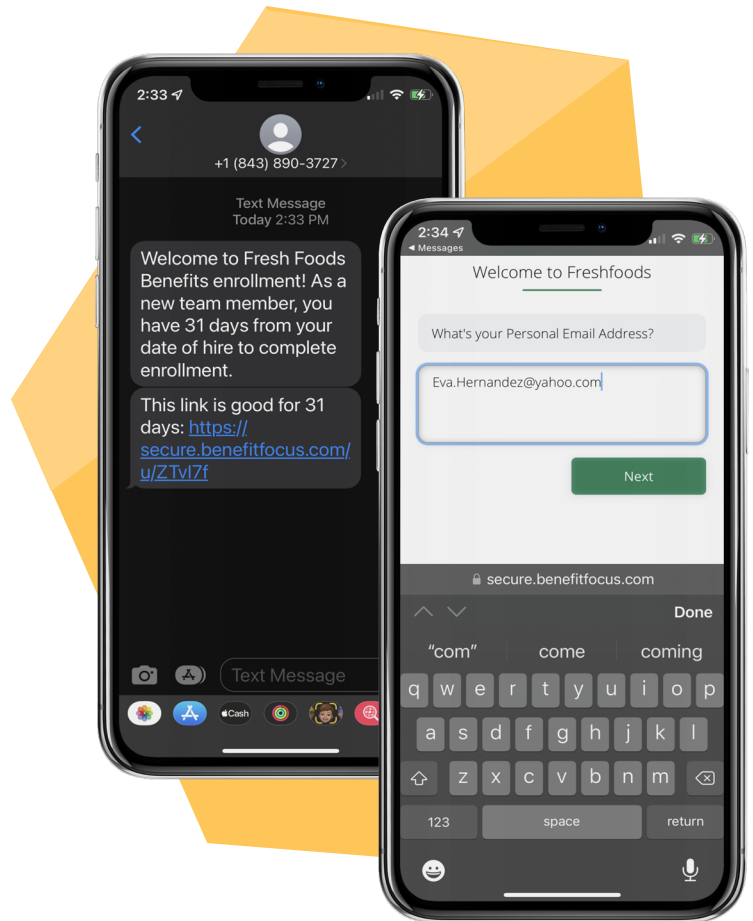
Quicker, easier connections to help employees get more value from their benefits

Strong engagement is critical to the impact benefits have on employee health and productivity, as well as overall costs. But with so many different programs, portals and point solutions at play in the benefits ecosystem, it's easy for employees to get overwhelmed – and disengaged.

Benefit teams do their best to drive awareness and participation. But they often lack the time and resources to do so in a way that makes it simple and convenient for employees to consume the information and act on it.

Benefitfocus' Advanced Engagement Services offer an enhanced, automated communication solution to help you connect with employees and drive action more easily and efficiently.

Whether you want to welcome new hires or drive participation in a wellness program, we'll deliver a personalized message right to the employee's mobile device and allow them to take the desired action without even having to log into a portal or download anything.



Simpler for Your Employees

Meet employees where they are through a secure, mobile-friendly experience that makes it quick and easy for them to engage and take action—no need to log into a portal.



More Efficient for You

Spend less time having to communicate and track down information from employees. Just tell us what you need. Our expert team and automated, scalable process will take care of the rest.



Better Outcomes for All

Expand and accelerate engagement opportunities to help improve the impact of your benefits program on employee well-being and overall health care costs.

Shorten the distance between outreach and action.

Use our Advanced Engagement Services for:

New Hire Onboarding

Get off on the right foot with your new hires. Proactive onboarding campaigns help you quickly and easily capture communication preferences and consent, highlight your benefit offerings, and notify new hires of their initial enrollment window. This can be especially valuable for high-turnover organizations.

Benefit Program Adoption

Looking to boost participation in a particular plan or program? We can build targeted campaigns to drive greater awareness and utilization of anything from voluntary and specialty benefits to telemedicine and disease management, as well as adoption of the Benefitplace mobile app. We can even capture enrollments!

Data Enrichment

The more complete data available, the more we can help you deliver value to your employees. Data enrichment campaigns enable the easy collection of illusive information like spouse phone numbers and emails, along with preferences and consent for digital engagement.

Custom Campaigns

Have something else you want to accomplish? If it has to do with employee outreach, chances are our Advanced Engagement capabilities can help. We'll work with you to create a custom communication campaign to fit your needs and desired outcomes.

What's Included:

- ✓ Consultation on campaign type, target audience and strategy
- ✓ Collection of any existing content/documentation to use
- ✓ Secure access
- ✓ Campaign performance reporting
- ✓ Build-out of mobile "micro-site" which can include:
 - Survey forms
 - Document upload
 - PDFs
 - Simple enrollment workflow
 - Videos
 - Customer-specific branding
 - Links
- ✓ Deployment of communications, which can include:
 - Text
 - Postcard (with prompt to scan QR code or text for reply)
 - Email
- ✓ Data transmission to Benefitplace, which can include:
 - Documents
 - Contact information
 - Enrollments



Ready to learn more?

Contact sales@benefitfocus.com.

Current Benefitfocus customers should contact customersales@benefitfocus.com.