

Employee Communication Services

Engage employees. Help reduce benefits team workload.

HR teams are doing what they can to drive benefit program awareness and engagement, but a variety of priorities likely compete for employees' attention at work and at home. Employees may feel that benefits decisions are overwhelming and complex, while HR teams may lack the tools and resources to communicate as effectively as they would like.

How Benefitfocus can Help

We apply the experience of a seasoned team of communication specialists to create end-to-end communication services that are designed to help you communicate with maximum impact.

End-to-end services including communication planning, design and fulfillment can mean less work on your plate.

An experienced communications team learns about your health plans, benefits, culture and employees to create an effective year-long engagement plan.

A multi-channel communication strategy uses a variety of print and digital delivery methods intended to help reach employees where they are.

Flexible program options support your desired actions whether the objective is to maximize open enrollment, engage employees during life events, or improve outcomes by targeting specific benefits programs.

Program analytics are shared with you to help improve communications over time.

*Digital delivery of assets is included in services. Any printing and mailing will be billed directly to the client.



How it Works

- ✓ **Strategic review and discovery:** We'll work with your team to understand your current communication processes, identify improvement opportunities and create a customized project plan based on your needs and budget.
- ✓ **Content development:** We will use our expertise to create communications based on your brand and needs.
- ✓ **Fulfillment:** Following the agreed upon timeline, we will deliver communications to the right employees at the right time.*
- ✓ **Analytics:** We track the success of communications and share results.

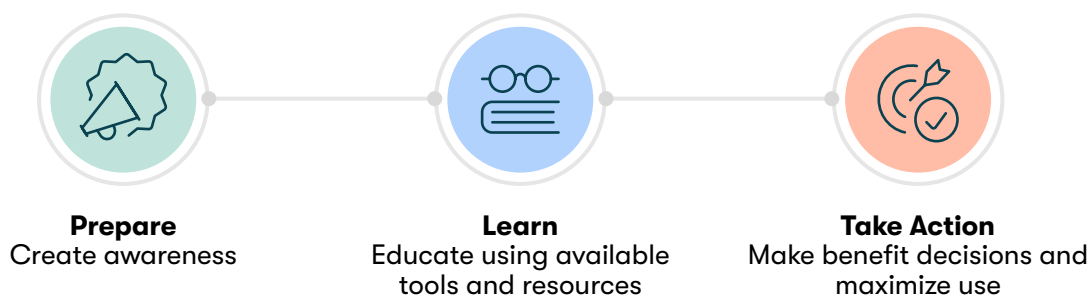
Examples of Employee Benefit Communication Services

Your communications consultant works with you to determine which content and channels to use. Here are some examples of the types of content we can deliver:

- Flyers
- Videos
- Targeted emails
- Postcards
- Posters
- Benefits guides
- Presentations
- Educational content



Benefitfocus Employee Communication Services will build your communications strategy through an approach grounded in experience. Let us help you meet your goals and guide employees towards confident planning for their health and financial wellbeing.



Ready to learn more? Contact your Benefitfocus representative today!