

Employee Benefit Communication Services

Engage employees and reduce your workload

HR teams are doing what they can to drive awareness and engagement in their benefits programs, but there are many priorities competing for employees' attention at work and at home. Employees may feel overwhelmed with the complexity of their benefits, and HR teams may not have the tools and resources to communicate as effectively as they'd like.

How Benefitfocus can Help

Our primary objective is to help you connect with your employees through communications that are personalized, accessible and effective in guiding them towards confidently planning for their health and financial wellbeing. We partner with you to maximize your employee benefits communications.

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

Experienced communications team learns about your health plans, benefits, culture and employees to create an effective employee engagement plan to support you throughout the year.

Multi-channel communication strategy incorporates an omnichannel approach to reach employees where they are with a variety of print and digital delivery methods.

Flexible program options help drive the desired actions whether the objective is to maximize open enrollment, engage employees with life moments education or improve outcomes by targeting specific benefits programs.

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



How it Works

- ✓ **Strategic review and discovery:** We'll work with your team to understand your current communication processes, identify areas of improvement 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 ensure communications are delivered to the right employees at the right time.*
- ✓ **Analytics:** We track the success of communications and share results.

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

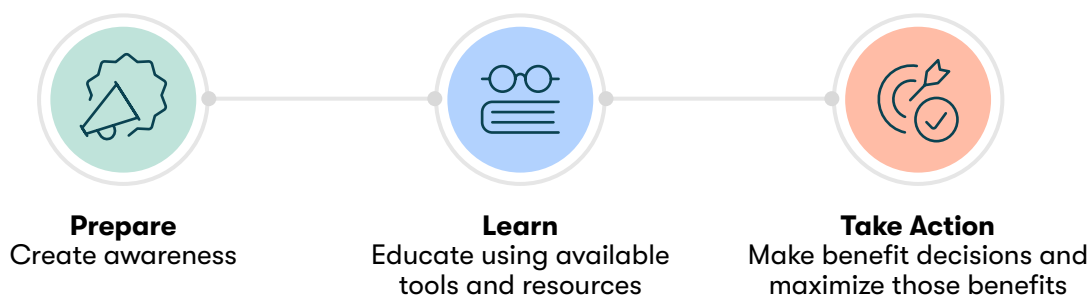
Examples of Employee Benefit Communication Services

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
- Microsites
- Benefits guides
- Presentations
- Educational content



Benefitfocus Employee Communication Services will build your communications strategy through a tried and true approach to engage employees with their benefits. Let us craft a journey that meets your goals.



Ready to learn more? Contact your Benefitfocus representative today!