

Benefitfocus®

Increase Employee Engagement with Year-round Communication



Ensure your employees are getting the most out of their coverage options with personalized benefits communications throughout the year.

Benefits are complex, complicated and hard to understand. Employees are losing ground when it comes to understanding their workplace benefits. In 2015, 77 percent said they understood them, that has now fallen to 50 percent.¹ Many people don't know which benefits are right for them and often do not have access to the best options.

The sheer number of benefit solutions is overwhelming, leaving many feeling anxious, confused and ill-prepared for some of life's most important moments. What if there was a better way to simplify our day-to-day lives and make the right connections at the right time, helping to ease financial burdens and minimize benefit related worries?

Our mission is to help improve lives with benefits. With our industry-leading benefits administration platform, Benefitplace, and over 50 products available through our Benefit Catalog, we are transforming the way benefits are delivered. We continue to grow the variety of quality products available to meet the needs of the diverse set of employers and individuals on our platform, allowing you to be there for employees at every stage of life.

We appreciate the challenge HR professionals face every day to deliver the best possible benefits experience. That's why Benefitfocus offers tools to make educating and engaging your employees easier.

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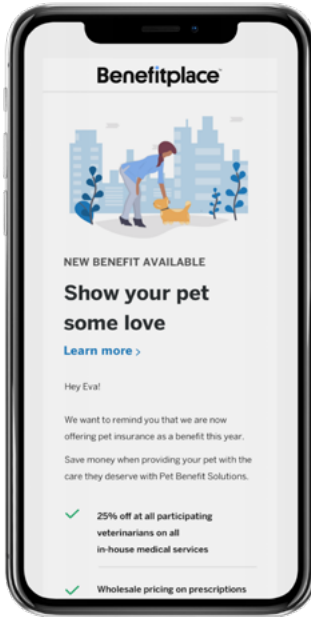
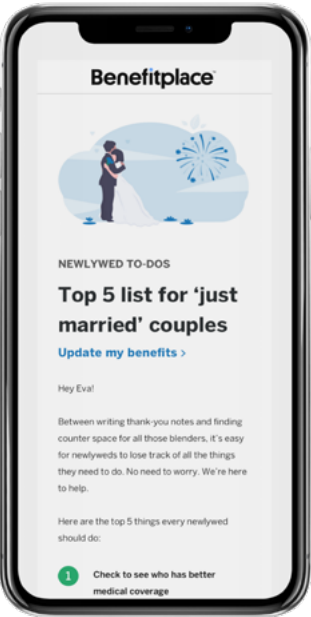
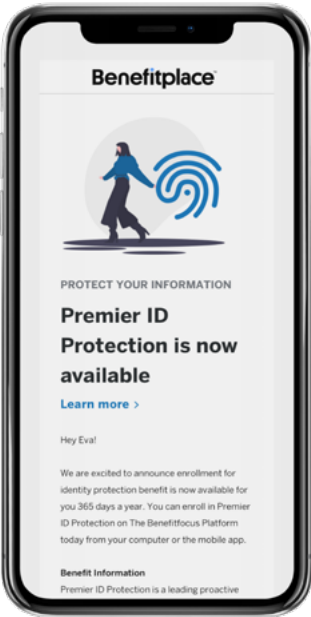
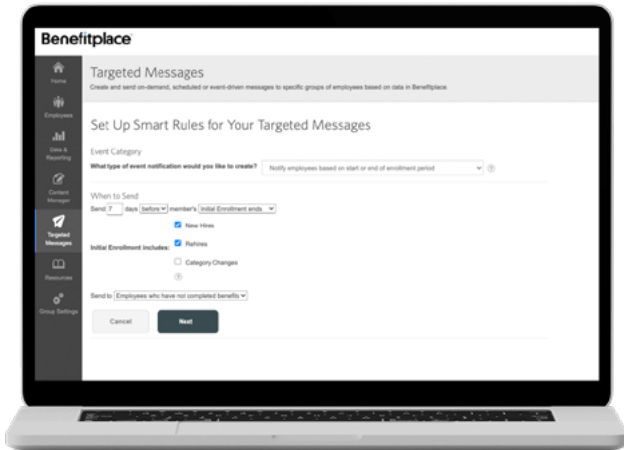
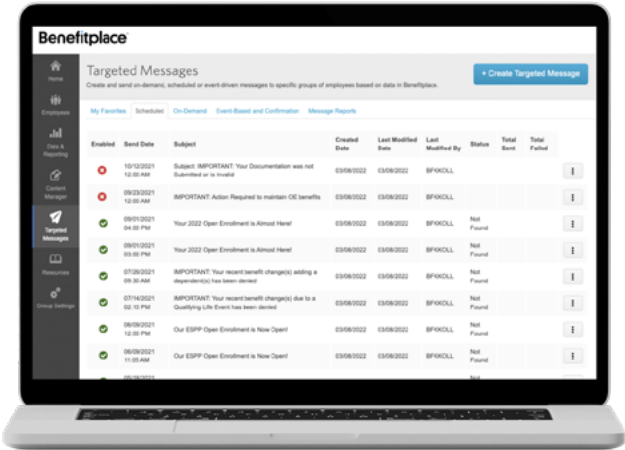
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Targeted Messages

Our targeted messaging capabilities offer you access to a library of prepared communications targeted to specific events in your employees' lives. It enables you to deliver the right information, education and benefit solution during the moments they need them. Whether it's the birth of a child, turning 26 or a promotion, we have foundational turnkey communications you can use today to help employees maximize the value of their benefits 365 days a year.

We aspire to be the best partner, the best listener, the best learner in the market—learning from you and continually leading the way with benefits solutions that are truly differentiated.





Personal Information and Preferences

To ensure your employees are receiving the most relevant communications from you, it is important they take a few minutes to update their personal preferences. Below is a ready to go email communication which can be used to increase employee engagement leveraging multiple communication vehicles (email, text, push notifications).

SUBJECT LINE: Please Update Personal Information

Hi [Name],

To ensure you receive important communications and reminders during our benefit enrollment and on-going benefits education, as well as to maximize the value of benefits available to you, please complete the following steps to update your personal information and communication preferences.

1. Log into <insert name> via your desktop computer or the Benefitfocus App.
2. (If applicable) Scroll down, click Update your benefits, and then click the icon in the upper-left corner of your screen if using the App.
3. Select Profile on the menu located on the left-hand side of the page.
4. Select Personal Information.
5. Review and ensure your personal and demographic information are up to date. If your information is not correct, please <if grayed out, update your information in the system of record> <if not grayed out, select the pencil and update your information>. PLEASE NOTE: If updating the system of record, it may take 24 to 48 hours to update your Profile information.
6. Scroll down to the Communications Preferences section within Personal Information.
7. Update your email and text preferences by checking the box next to the preferred methods.
8. Update the consent and text selections to opt-in to receive notifications via text. You will receive a text message asking you to reply to confirm this preference. Please reply “Yes” to confirm.
9. Review your Emergency Contact information to ensure it is populated and accurate.
10. Click Save.

Please reach out if you get stuck or have any questions.

Thank you,

[Insert Name]



Year-round Communications Calendar

There is so much opportunity to create a better benefits experience by increasing our employees' health literacy and raising their awareness around total rewards, but you cannot do it overnight. That's why, creating a year-round engagement calendar is beneficial to help employees better understand, utilize and maximize the potential of their benefits package. The year-round communications calendar is organized into quarterly themes, monthly focus areas and meaningful communication touchpoints. This structure provides a great outline to effectively engage a diverse workforce.

We all know that benefits are not one-size-fits-all, the same applies to benefits engagement. For each month, you can expand to include additional communications and a variety of communication tactics to provide benefits education and different benefit promotions, so that every employee can personally connect via their preferred communication channel with at least one touchpoint.



Quarterly Themes

For quarterly themes, it can be useful to align with the Benefit Catalog categories of health, wealth, property and lifestyle, dedicating a quarter to one of these focus areas and open enrollment. As you designate each quarter to one of the focus areas of total well-being, there is room to incorporate some creativity. With that in mind, here are some examples of quarterly themes and taglines:

- Q1: Wealth – Kick off the New Year by Planning for the Future Today!
- Q2: Health – Spring into Action with Your Health & Total Well-Being!
- Q3: Lifestyle – See Your Year as Half Full & Invest in Yourself Today!
- Q4: Open Enrollment – Celebrating the Whole YOU!

Monthly Focus Areas and Touchpoints



Many different organizations promote health awareness months, through these campaigns they provide great ideas and resources for communications. For example, the Office of Disease Prevention and Health Promotion offers a National Health Observances Calendar, Healthline offers a Health Awareness Calendar and the Wellness Council of America provides their Annual Welcoa Health Observances.



These are great resources to get started, another great practice is to engage with your carriers and benefit vendors to see what monthly campaigns or communication toolkits they have to offer their employer groups.

An effective approach is to pull from a variety of sources and identify ways to connect the monthly focus areas and awareness communications to the different components of your benefits package. This could include providing helpful tips to encourage proactive preventative care, promoting new products available for enrollment or highlighting the advantages of company-sponsored benefits.



To help you get started, we have mapped out a thematic calendar to assist you with planning and increasing employee engagement throughout the year. Additionally, we can also load a selection of email communications for you in our Targeted Messages toolkit for you to review, modify/tailor, and schedule as part of your overall benefits plan.

Targeted Message template emails available to be loaded are highlighted below. All other emails are in progress and will be available at a later point and can be loaded for you.

May		
Theme	Health Plan/Educational	Message Title
National Pet Week	Pet Assure, Pet Plus, Nationwide Pet	Pet Insurance_Generic_All Employees
National Mental Health Month	Happify	Mental Health_Generic_All Employees
Asthma & Allergy Awareness Month	Educational	Environment and Health_Generic_All Employees
National Skin Cancer Prevention	Educational	Skin Health_Generic_All Employees
Graduation Month	Gradvisor, Commonbond	College Saving_Generic_Has Dependents
Women's Health Month	BCBS (* Health Plan Comms)	Womens Health_Generic_Female Employee or Dependent

June		
Theme	Health Plan/Educational	Message Title
National Safety Month (National Great Outdoors Month)	Aflac Accident	Accident Prevention_Generic_All Employees
Family Health/Fitness	Educational	Family Health_Generic_Has Dependents
Men's Health Month	BCBS (* Health Plan Comms)	Mens Health_Generic_Male Employee or Dependent



July		
Theme	Health Plan/Educational	Message Title
Home Improvement Season	Kashable	Home Improvement_Generic_All Employees
	MetLife, Liberty Mutual and Toggle	Home_Announcement_All Employees
National Youth Sports Week	Educational	Sport Safety_Generic_Has Dependents

August		
Theme	Health Plan/Educational	Message Title
National Breastfeeding Month	Educational	Newborn Nutrition_Generic_Has Dependents
Back to School	Educational	Back to School_Generic_Has Dependents
National Dog Day	Pet Plus, Pet Assure, Nationwide Pet	Pet Insurance_Generic_Has Pet

September		
Theme	Health Plan/Educational	Message Title
National Recovery Month	Educational	Mental Health_Generic_All Employees
Suicide Prevention Month	Happify	Mental Health_Generic_All Employees
Grandparents Day	Genworth, Cariloop	Elder Care_Generic_All Employees

October		
Theme	Health Plan/Educational	Message Title
Talk About Your Medicine Month	GoodRX	Prescription 101_Generic_All Employees
Get Smart About Credit	BrightDime, Savvi, Kashable	Credit Score 101_Generic_All Employees
National Depression & Mental Health Screening Month	Happify	Total Wellbeing_Generic_All Employees
Breast Cancer Awareness Month	Educational	Breast Cancer Awareness_Generic_Female Employee or Dependent



November		
Theme	Health Plan/Educational	Message Title
National Family Caregivers Month, National Alzheimer's Awareness Month	Cariloop, Genworth	Elder Care_Generic_All Employees
Lung Cancer Awareness Month (Great American Smoke Out)	Educational	Lung Cancer Prevention_Generic_All Employees
Holiday Shopping (Black Friday/Cyber Monday)	ID Theft	ID Theft Protection_Generic_All Employees

December		
Theme	Health Plan/Educational	Message Title
Holiday Shopping	Kashable, InfoArmor, ID WatchDog, LifeLock	ID Theft Protection_Generic_All Employees
Planning for New Year	Wellness Programs, Kashable, Savvi, Brightdime	Health Goals_Generic_All Employees

January		
Theme	Health Plan/Educational	Message Title
Financial Wellness	Kashable, Savvi, Brightdime	Retirement_Generic_All Employees
New Year, New You	Wellness Programs	Total Wellbeing_Generic_All Employees
Cervical Health Awareness	Natalist	Cervical Health_Generic_Female Employee or Dependent
Reducing Monthly Expenses	MetLife, Liberty Mutual, Bristol West	Auto_Generic_All_Employees

February		
Theme	Health Plan/Educational	Message Title
American Heart Month	Educational	Heart Health_Generic_All Employees
Go Red for Women	Educational	Womens Health_Generic_Female Employee or Dependent
National Children's Dental Health Month	Dental	Child Dental Health_Generic_Has Dependents



March		
Theme	Health Plan/Educational	Message Title
National Nutrition Month	SHIPT	Nutrition_Generic_All Employees
National Sleep Awareness Week	Educational	Sleep Health_Generic_All Employees
Cancer Awareness	BCBS (* Health Plan Comms)	Cancer Awareness_Generic_All Employees

April		
Theme	Health Plan/Educational	Message Title
National Autism Awareness Month	Cariloop	Autism Awareness_Generic_Has Dependents
Alcohol Awareness/Counseling Month	EAP, Blue Care On Demand	Alcohol Awareness_Generic_All Employees
Stress Awareness Month (Summer Vacation Planning)	Health Advocate (Happify) Identify Theft Protection	Summer Travel_Generic_All Employees
National Financial Literacy Month	Brightdime, Savvifinancial, Gradvisor, Commonbond, Vanguard	Finance 101_Generic_All Employees
Child/Tween Health	BCBS (* Health Plan Comms)	Child Health_Generic_Has Dependent



Open Enrollment Communications

Open Enrollment (OE) is an important time of year. It is important to incorporate OE into your year-round communications calendar. You can take advantage of and tailor the following OE email templates in your Targeted Messages toolkit:

Theme	Message Title
Open Enrollment	OE Five Tips_Active_All Employees
	OE HSA 101_Active_All Employees





Life-Moment Communications

As mentioned, there are a series of email communications that apply to specific life moments or enrollment deadlines. These emails are automatically sent based on answers given by users in previous enrollment periods or based on your company's open enrollment schedule. For example, if an employee has a child and enters a new dependent, then they will automatically be sent a congratulatory email with some benefit tips relevant to having a new dependent. You can take advantage of and tailor the following life-moment email templates:

Theme	Message Title
Birth of a baby	1_birth_congrats
Marriage	1_marriage_5things
Mobile App Activation	1_Mobile App Email
First time enrollment for new hires	1_New Hire_Time to Enroll
New hire enrollment confirmation	2_New Hire_After Enrollment
New hire 5 days to enroll	3_New Hire_5 Day Notice
Dependent turning 26	2_turning26_choosinginsurance





Writing Tricks and Tips

Developing a content and marketing strategy can feel overwhelming, but with a few considerations you will discover that your expertise and experience has already begun to build your plan for you. Here are some things to help get you started, and to keep you on track:

- Quarterly services or product releases
- Monthly awareness campaigns
- Significant life events
- Life milestones
- Seasons/Market trends
- Seasons
- Spring Break
- Home Improvement
- Vacation Planning
- Holidays
- Market Trends
- Student Loan Debt
- Women's Specialty
- Mental Health

Writing Tips:

1. Nothing is carved in stone - create a plan for real-time communications, such as breaking health news, that require quick attention and execution.
2. Person to person - communicate as if your employee was sitting next to you at a coffee shop, start a conversation and nurture a partnership.
3. Connecting not selling - educate, empower, and relate with your content. Today's consumers see-through and are turned-off by being "sold-to".
4. Consistency is key - employees should be able to identify your brand through your language and message. An inconsistent voice to your brand could lead to distrust.
5. Work backwards - start each piece of content by considering who the ideal recipient will be, and not as a buyer but as an individual.
6. It's not all or nothing - your brand and customer profile will determine which themes, channels, and tactics you use. Make sure the themes you choose apply to your audience and make sense to your brand.

1. <https://www.benefitspro.com/2012/02/06/employers-employees-dont-understand-benefits/?slreturn=20200124150059>