

Employee Benefit Communication Services

Engaging employees and reducing 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 manage the employee benefits communications process for you.

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

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 consultation:** An annual planning session helps us understand your needs and develop an employee communications strategy for the year.
- ✓ **Information gathering:** We work with your team to understand your benefits and gather information.
- ✓ **Content development:** Our content and design teams use their 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.

Examples Employee Benefits Communications Services

Your communication 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
- Direct mailers
- Postcards
- Benefits guides
- Presentations
- New hire guide
- Educational content
- Enrollment platform messages



Benefitfocus can support your complete employee communications efforts.



Enrollment Communication
to maximize
benefit adoption



Targeted Messages
to drive
outcomes



Life Moments Education
to engage



Ready to learn more? Contact your Benefitfocus representative today!