



Employee Engagement Culture Change

Leveraging One-on-One Communications
as a Strategic Solution



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Solution-Based Voluntary Benefit Strategies

The Power of COMMUNICATION



BRIDGING THE GAP BETWEEN YOUR EMPLOYEES AND YOUR EMPLOYEE BENEFITS

Companies with employees engaged in health and wellness have a proven return on their money and effort:

88% have improved employee health

77% reported reduced health care costs

53% have set goals to promote a culture of health and wellness

2017 Employee Benefits: Remaining Competitive in a Challenging Talent Marketplace. SHRM. 2017.

Making Voluntary Benefits Easy

We know you have a lot on your plate. That's why [Broker Name] makes voluntary benefit offerings and engagement solutions a turnkey process for our clients. With more than [insert number of years] of experience [Broker Name] knows how to help you deliver the best innovative employee benefit solutions, for the best value.

One-on-One Communications

The great thing about direct, one-on-one communication to employees is that we can help them fully understand their benefit options so they can make informed decisions. Plus, we can speak to your employees about a wide range of focused messages, including: total compensation, dependent audits, health cost containment, 401(k) participation and wellness.

One of the best kept secrets in our industry is that employers can use the sale of voluntary benefits to help drive communications and services. Voluntary products expand your benefit offerings and bridge important financial protection gaps for employees. [Broker Name] has the expertise to help your organization design a custom benefits portfolio and employee communication strategy that provides the best value to both you and your employees.

**ONE-ON-ONE COMMUNICATION IS THE ENGINE
THAT DRIVES EMPLOYEE ENGAGEMENT;
ENGAGEMENT IS THE VEHICLE THAT DELIVERS
LASTING CULTURE CHANGE.**



The Power of Innovation

Wellness

By leveraging the communication process of a voluntary worksite enrollment we are not only able to help employees understand the value of wellness, but also how their physical health directly impacts their own out-of-pocket medical cost. By individually engaging employees in wellness, we can typically drive stronger outcomes.

The cost of wellness programs can also be decreased by leveraging the sale of voluntary products during enrollment.

Switching to an HDHP

A worksite enrollment also creates the perfect environment to educate employees about the value of a high-deductible health plan (HDHP), and how voluntary benefits can help reduce their financial risk. Making them aware of the advantages can help them become more comfortable when choosing an HDHP.

Employees can then make informed decisions when determining the best plans for them and their families.

Seamless Enrollment

Our enrollment process can offer employees a seamless experience. It can help them understand what is available to them through both their employer-paid benefits and their voluntary benefit offerings. Not to mention, offering voluntary benefits can help leverage the cost of a current benefits administration system to help your organization bridge the affordability gap.

Dependent Audits

We typically find that 5 to 12 percent of dependents covered by an employer are actually ineligible for coverage. A dependent eligibility audit ensures that the dependents on the health plan meet the plan's eligibility requirements, and you realize savings as ineligible dependents are removed from the plan. One-on-one voluntary enrollments provide the perfect opportunity to facilitate audit participation and compliance.

FLEXIBLE ENGAGEMENT METHODS FOR YOUR BUSINESS NEEDS

FACE-TO-FACE

By using trained benefit counselors, we engage each of your employees one-on-one to drive strategic communication objectives.

TELEPHONIC

Much like a one-on-one meeting, employees call a toll-free number and speak with their benefits counselor.

WEB-BASED

Employees make a simple program election that encompasses both core and voluntary benefits. Follow-up to the employee election includes delivery of a customized educational program and voluntary benefits explanations.

[Insert Broker Mission Statement]

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