

Benefits Communication Plan



3-Step Plan

1

Open Enrollment

2

12 Month Communication Strategy

3

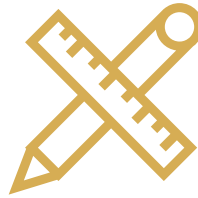
Strategic Planning

1

Open Enrollment



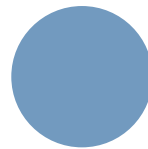
Pre-Enrollment Employee
Email Campaign



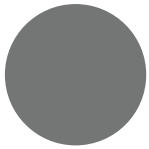
Complete *redesign* of
Benefit Marketing
Pieces



Benefit Menu *Video*



Benefits 101 site



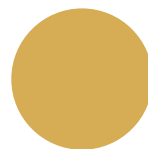
Health Savings Account
Education Campaign



Webinars reviewing
changes, Responsibilities
and what needs to be done



OE Survey
What did we do right?
What needs work?



Social Media Campaign
promoting your benefits on
all platforms



How to best utilize your
FSA and *Dependent Care*
Accounts



Smartphone *App*

2

12 Month Communication Strategy

How

Survey all employees and conduct focus groups of different offices and different generations. Use these for feedback on how benefits fit in and how employees view the firms communication with them, benefits offered, firm culture, how they see their position in the firm, how the see resources the firm provides, how engaged do they feel.

Why

Learn how employees view the benefits offered by the company and how they relate and fit into the firm culture

Results

We can recommend to the firm how to effectively shape our communication efforts to reach generations working within the firm and how to promote engagement with the firm.
Social Strategy: How to engage employees using social media platforms

1st Quarter 2022 Discovery Action Plan

- Survey to develop a Communication Plan
- Review claims. Can these be prevented with an education plan?
- Analyze enrollment in current benefit plans and provide recommendations
- Volunteer Focus Groups
 - How do employees view firm benefits?
 - How do they view the culture?
 - Recommendations moving forward.
 - What benefits would they like to see?

Human Resources

Beginning of March

- News Magazine

End of March (examples)

- What Employers Need to Know About Hiring Summer Interns
- Quarterly Webinar

Beginning of June

- News Magazine

End of June (examples)

- Active Shooter Prevention and Response
- Quarterly Webinar

- Every month: Highlight some benefit information on Intranet and/or employee story.
- News Magazine is a magazine celebrating firm achievements, the employee's achievements and how the firm takes care of its greatest assets to the employees. The magazine will also highlight a specific firm sponsored benefit.

All Staff

- Financial Wellness, Biometrics
- 401K Participation
- Using Benefits to Save Money
- News Magazine

- Using Benefits for Tax Advantages
- Managing Debt
- Benefit Education
- News Magazine

- Every month: Communication outreach to employees to include print/web/video and highlight some benefit information on Intranet and/or employee story.

Beginning of September

- News Magazine

End of September (examples)

- Best Practices for Protecting Data When Employees Leave
- Quarterly Webinar

Beginning of December

- News Magazine

End of December (examples)

- Social Media Use and Risk
- Quarterly Webinar

- Survey to develop a Communication Plan (Email, Text, Social Media)

- Annual OE Kickoff
- Consumerism
- Preventive Medicine & Preventive Care
- N² News Magazine

- Benefits 101
- Firm Wellbeing: Flu Clinic, Mammogram Bus
- Primary Care - Do You Have One?
- News Magazine

3

Strategic Plan



Through our research of fortune 500 companies different benefit options we have identified several trends and different benefits that they are now offering to their employees. These may be some good options to consider as you review your benefit offerings annually. Depending on which generation you are recruiting these may be important options for employees when it comes to retention and attracting new team members.



Migration to the HDHP plan —

1. Educate and push information down in several manners (Webinars, Texts, Emails)
2. Increase the contribution to the Health Savings Account
3. Increase knowledge on Tax advantages
4. Further spread the employee cost to the PPO plan vs. the HDHP plan



Health Initiatives

1. Flu Shot Program
2. Mammogram drive
3. PSA Test (or do biometrics which can also have a PSA)
4. Tobacco Cessation education
5. Utilize the work already done with the Disease Management (link)

Bringing benefits to the staff that they are looking for (based on responses from our survey slated in January) examples:

1. Student Loan Payment match
2. Pet Insurance
3. Subsidized dependent and child care
4. Tuition assistance
5. Individual Disability ob attorneys
6. Moving expenses
7. Fitness/Wellness stipend
8. Legal Assistance, Will prep, Estate work (Do you currently give in house discounts)

Bring *benefits* to the staff they're looking for based on *survey responses*



Learn how *employees* want to communicate and create *Social Media* campaign



4 Step *Migration* to HDHP Plan



Health Initiatives

Summary

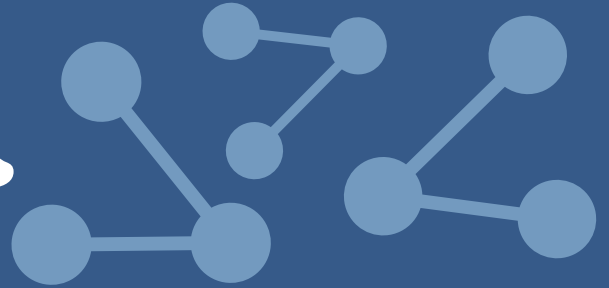
Open Enrollment Summary	12 Month Communication Strategy	Strategic Plan
<ul style="list-style-type: none"> ● Redesign of all marketing material including the benefit menu ● Webinars reviewing the benefit package as a whole and one that specifically educates on the advantages of the HDHP with the Health Savings Account ● Short Video Clip on what the changes are and what needs to be done ● Onsite meetings 	<ul style="list-style-type: none"> ● Magazine, a new publication highlighting benefits, firm achievements ● Monthly communication with the staff on selected topics ● Quarterly educational topics for the HR staff 	<ul style="list-style-type: none"> ● Survey (communication survey and Benefit Understanding and Happiness) ● Developing a benefits culture within the firm that encompasses all offices ● Focus groups to discover what benefits are important to each employee level ● Education on Why the HDHP/Health Saving Account ● Employer contribution strategy ● HSA contribution strategy ● Education on Consumerism



ENGAGEMENT



Social



Satisfaction

COMMUNICATION

Knowledge



CLARKE & COMPANY
BENEFITS LLC