

Developing & Communicating Your Employee Benefit Program



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During the Benefit Meeting



After the Benefit Meeting



Developing Your Employee Benefit Program

- **Be Informed:** What's new, ACA, EE Demographics, past successes and failures. Not just on your employee benefit program.
- **Executive Buy In:** They can't buy in if they don't understand. Educate them.
- **Branding:** Be your own advertising agency.
- **Mean What You Say:** Honesty and consistency matter. Like children, hypocrisy is the easiest way to lose an employee; your message better support your culture.
- **Multiple Delivery Methods:** Know your employees. Printed material, technology, in-person meetings, videos, etc.
- **Strategy:** Products, programs, plan design, contributions. Do you have a strategy for your employee benefit program or are you reacting to price increases?



HEALTH & WELLNESS

Michele Pawlik, RN

Planning and Operational Strategies

- **Mission and Goals**

- Employee Health and Life Balance

- **Needs Survey**

- Focus Groups
 - Identify Barriers

- **Organize Wellness Team**

- Stakeholders and Key Contributors

- **Budget and Annual Operating Plan**

- **Communication**

- **Evaluation**

Rationale for Wellness Programs

- Health Care Costs
- Leading Causes of Death Related to Lifestyle
- High Tech Work Environments Contribute to Fatigue, Strain and Repetitive Injuries
- Improve Morale and Productivity
- HealthCare Reform



Getting Started

The Basics

- Provide education and information
- Identify opportunities to change your culture
- Implement programs that promote behavior change

Build on the Basics

- Help employees identify their risk
- Programs to help those with chronic conditions manage their risk
 - Resources
 - Cost
- Keep the healthy HEALTHY!

Additional Factors

- Program attributes linked to your organizational values
- Align program goals with medical plan design
- Evaluate impact
 - Employ engagement
 - ROI



FINANCIAL WELLNESS

Jackie Smith Whitehead- Consultant, JJ Consultants





67% of American workers cited financial stress as a problem in their lives. Some signs of stress in the workplace are:

Trouble learning new information
Forgetfulness, disorganization, confusion

Difficulty in making decisions
Reduced work efficiency or productivity

Lies and excuses to cover up poor work



There are four major causes of financial stress: day-to-day personal finances, accomplishing future financial goals, the economy and finding a trustworthy individual to help make retirement decisions.



It's been proven that employees that make between \$20,000 and \$34,999 were ten times more likely to be stressed about their finances.



Higher health costs, absenteeism, high turnover and low productivity are signs that the employee may be vulnerable.

A 2010 Federal Reserve study shows that the average cost per employee in lost productivity due to financial stress is \$5,000 per employee.



Several major benefits companies have conducted studies and determined signs of financial stress in the workplace: pay advances, garnishments and 401k loans withdrawals.



Lost productivity, uninsured costs, accident investigations and new employee training cost employers between \$20,000 and \$29,000 per work place accident



Absenteeism due to drugs and alcohol abuse often cost employers up to 10% of their payroll.



Most HR departments are strained because of financial stress issues: bill collectors calling, bankruptcy claims, 401(k) loans, wage garnishments, and pay advances.

Who has the most financial stress,
women or men?





Women between the ages of 30 and 48 with incomes below \$60,000 are shown to have higher financial stress levels. This is often due to today's economy where women are the primary breadwinner or they are a single parent in the home.



Women often have to worry about reduced hours, taking leave of absences and quitting their jobs for family reasons.



Workplace Intervention is often the solution to finding relief to financial stress on the job. The program should address strategic goals for your organization and help your employees make educated decisions about their finances. This could be anything from creating a simple budget to estate planning. Classes could be held as a lunch and learn or employees could attend weekend seminars.



In conclusion, companies who are willing to help their employees cope with and eliminate financial stressors will have more happy and productive companies. This can only improve your bottom line and show your employees that you care about them and their well-being.

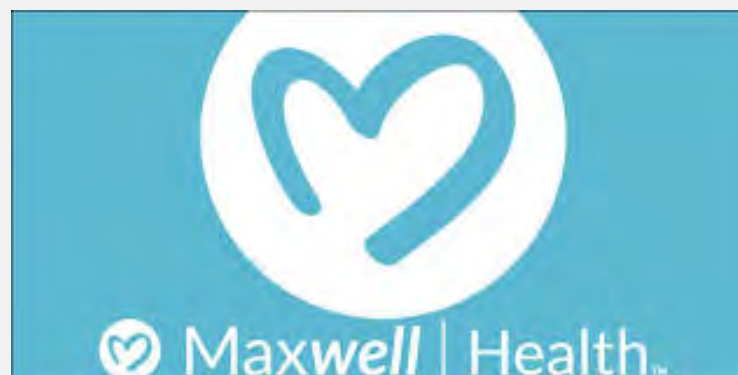
Employee Benefit Communication

- 44% of Employers believe they need to use different benefit communication strategies for different employee populations
- 80% of Employers admit to using the same strategy for all Employees
- Technology: exchanges, mobile, video, online enrollment, HRIS systems, payroll companies.
- Traditional Methods: printed materials, group meetings, one on one meetings, lone wolf style.

Private Exchange Marketplace



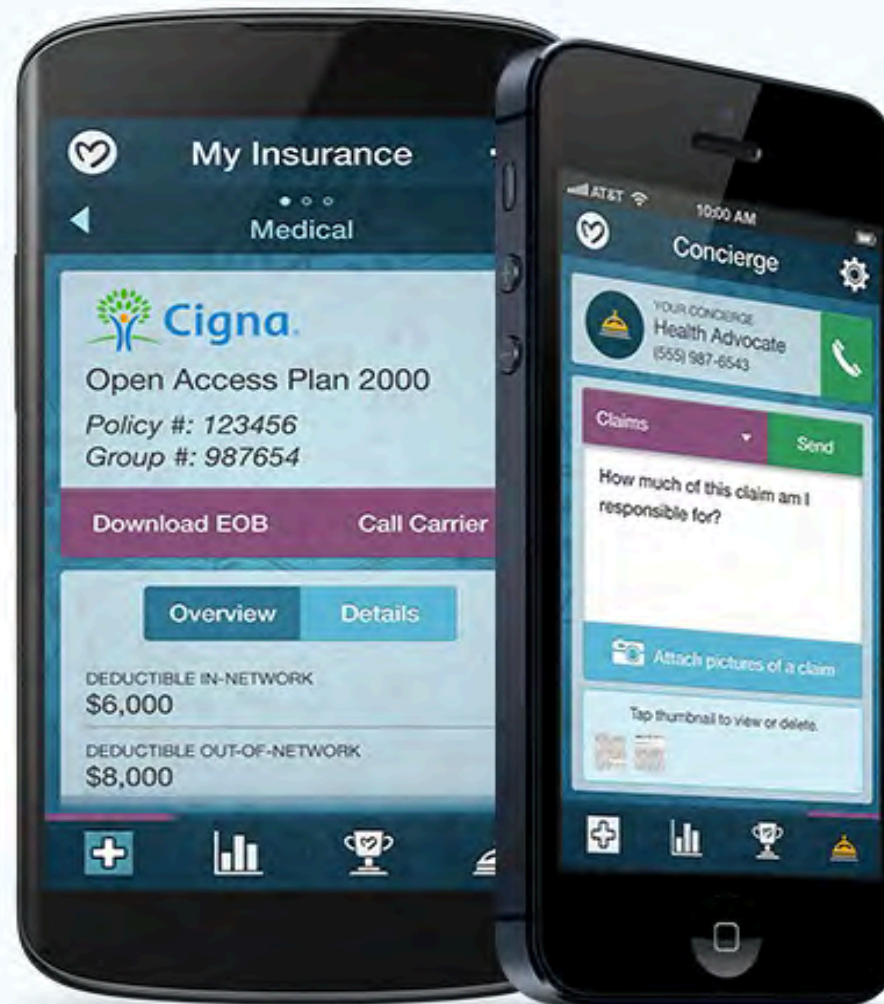
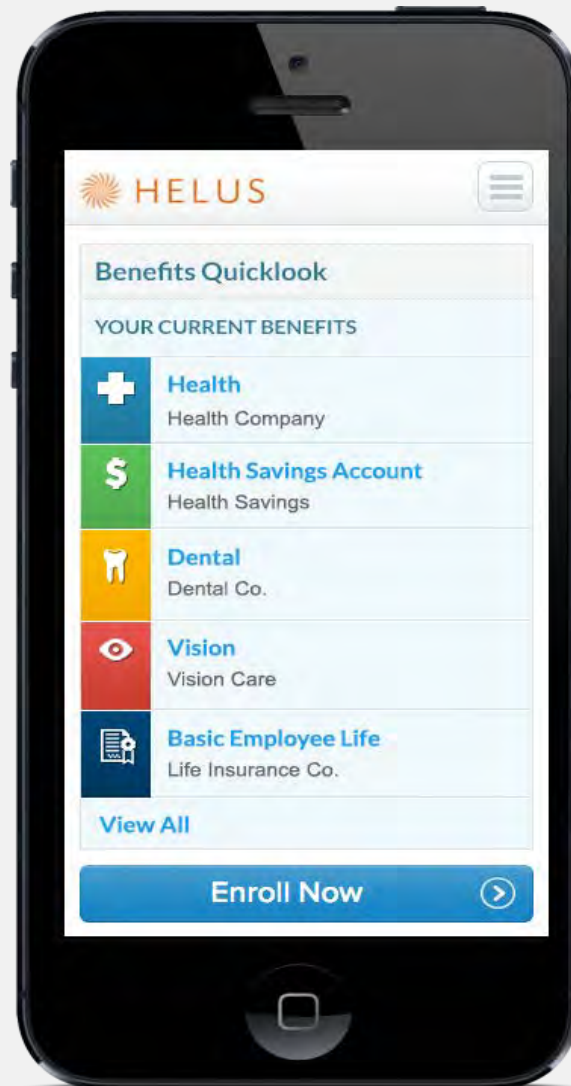
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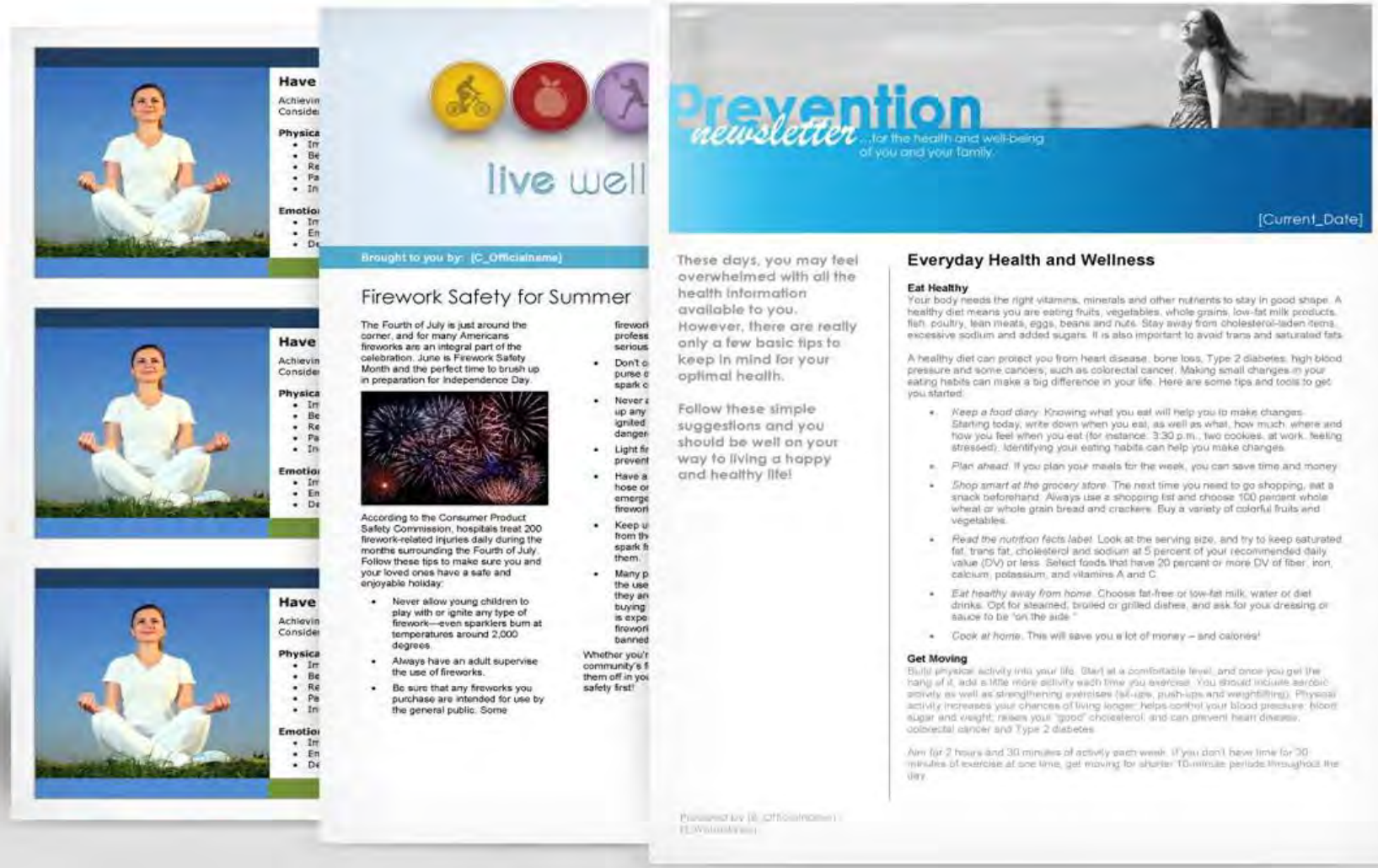
Decision-Making Support



Mobile Communication



Print Communication



Who Is Your Voice?

- HR Professionals are tasked with many objectives
 - One of the most challenging being: management and communication of employee benefits.
- With challenges, come opportunities.
 - This is one of the biggest areas where HR Professionals can show their value not only to the executives, but to the company as a whole.
 - Remember that part about being educated around all things employee benefits related?
- Who is the voice of your company and culture? Who actually communicates to your employees? Do you rely on vendors? Have you ever asked for a demo of the presentation?
- Many times, the voice of your organization can help drive profitability and growth.

Q & A

