



Benefits Communications

Educate. Engage. Enroll.

Education is critical when it comes to building a benefits program. Our team collaborates to create strategic communication campaigns that help employees improve their understanding of company benefits offerings and make more informed decisions.

With our multichannel employee engagement approach, which includes print, web-based tools, and digital media, we have your employees covered.



Print

Put your benefits enrollment message directly into employees' hands.

- Postcards
- Flyers
- Brochures
- Guides
- Payroll & Mailbox Inserts



Web-Based Tools

HRally™, our proprietary benefits administration platform, offers a unique digital experience for your company.

- Customization
- Scalability
- Fully branded
- Easy-access benefits data
- Decision support



Digital Correspondence

Interactive options to help modernize communications to your employees and improve the timeliness of messaging.

- Email campaigns
- Text reminders
- Outbound calls
- Social media

Statistics

83%

of employers indicated that communication, employee education, and engagement are integral to fit in their overall 3-5 year health & welfare benefits delivery strategy.

89%

of employers felt that guided decision support, cost calculators, and plan comparison tools were somewhat effective.

75%

of U.S. workers say there are things about their coverage they don't understand, making them more likely to think they've wasted money.