

Hierl CenterStage

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Effective Employee Benefit Communications

"It is not a one size fits all approach, each group needs to take a look at their population and decide what is best for them." -Tonya Bahr, Hierl Employee Benefit Advisor.

- Emails are efficient for targeting professional staff, especially companies that have companywide email addresses.
- Letters or texts are the best way to communicate with field or labor employees.
- A popular way to communicate is by meeting, whether it be a webinar or seminar. Often, companies will mandate that their employees attend informational sessions discussing benefits offered. This allows our clients to efficiently communicate a consistent message out to employees to help understand their benefits.

Paper VS Digital communications

Okay, not really because it's not a competition!

"An online approach works really well for employees but it is also very important for the spouses to be engaged as well. We typically follow up the meetings with a deliverable the employee can bring home to their spouse. This not only allows the spouse to learn more about the benefits available to them, but it also reinforces what was covered in the meeting for the employee." -Tonya Bahr



Tonya Bahr, Hierl Employee Benefit Advisor

Potential Impact of Good Communication

Good things come to those who wait.... except when understanding your benefits. The sooner employees become educated on why they have unique benefits, the sooner they will put them to use!

"Those who don't understand benefits, don't utilize them correctly. They are not good consumers of health care." - Scott Smeaton, Hierl Executive Vice President.

It is important to understand your employee benefits not only for your own health reasons, but also so that you are able to recognize why your employer offers the unique benefits they do.

What differentiates Hierl and how they help effectively communicate benefits?

At Hierl, we look at each client as unique. What works best for one may not be ideal for another. It's about really being able to understand the culture and provide different communication options such as presentations, visuals, emails, and website.

Hierl shines when it comes to giving employers/employees access to all forms of communication, specifically in the communication campaigns run throughout the year. By assessing the necessary points to communicate and then building quarterly and monthly campaigns around these objectives, Hierl brings unique, strategic solutions to explaining employee benefits. The evidence of communication strategies at work is apparent in the results gathered from clients.



Scott Smeaton, Hierl Executive Vice President

"One of the ways companies can measure the success of their program is to measure employee satisfaction. By measuring employee satisfaction after communication campaigns, findings show that the more regularly benefits are communicated, the higher employee satisfaction goes up!" - Scott Smeaton

3 Key Points on Communicating Benefits

1. Keep it simple- (no explanation needed!)
2. Try different avenues- one person may prefer email while another prefers paper
3. Communicate often- benefits communication should take place all year long

Editor's Note: This article was originally published in August 2017 and was updated in January 2018 for accuracy.