

# Benefits Communication Resource Guide



**New Hire Benefits Orientation  
Ideas, Samples, and Services**



# New Hire Benefits Orientation

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## Ideas, Samples, and Services

Newly hired employees are eager to learn about their new employer and benefits. Take advantage of that behavior as it may not last:

- ☑ Introduce them to their benefits so they can choose what's right for them.
- ☑ Engage them in using the myriad tools and resources available through the plans.

## Why New Hire Benefits Communication Is Important

The efforts you put into helping newly hired and newly eligible employees and their spouses understand their benefits and their accompanying resources will pay dividends. First, it helps them choose their benefits appropriately, then manage their health and welfare using the benefits as you designed them. Second, the better they are at using their benefits effectively, the more likely they are to help you save on benefit costs and claims.

## About This Resource Guide

This *Resource Guides* contains ideas, samples, and services for communicating benefits to newly hired and newly eligible employees. Three other communication *Resource Guides* are available for open enrollment, ongoing benefits education, and wellness programs and incentives. See page 7.

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website: [grohcomm.com](http://grohcomm.com)  
[info@grohcomm.com](mailto:info@grohcomm.com)  
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# New Hire Benefits Orientation

## Ideas

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### Eight Ideas for New Hire Benefits Communication

1. **Branding:** Apply the same theme and design used for your other benefit communications. This consistency helps new hires identify future benefit materials and reinforces the value in your benefits.
2. **Benefits Guide:** We don't recommend using an open enrollment benefits guide with new hires if it describes benefit changes for the year. These change communications have little meaning for new hires and can be confusing. To use an open enrollment benefits guide for new hires, describe benefit changes separate from the benefits guide in a change notice or newsletter.
3. **Interactive Video:** Interactive means viewers can take action while watching a video. Also use it with prospective employees or included as a link in an offer letter.

*Studies reveal that four times as many people would rather watch a video than read the information.*

4. **Make It Attractive:** Your benefits communication should be easy to read, with limited jargon, and attractively designed with images and infographics.
5. **Home Mailers:** If you post benefit materials online, send a home mailer so the employee and spouse know where to locate them. Use a QR code in the mailer for them to scan for accessing posted materials and videos.
6. **Email:** Also, email new hires to alert them when and where communications are available, how and when to enroll, and if you are mailing anything to their home.
7. **Follow-up:** After the enrollment period, send a follow-up email and/or home mailer with instructions for accessing resources, such as a health plan's website, health advocate, service centers, telemedicine, EAP counselors, etc. You need them to use these services to help control benefit costs.

Other options include a video promoting these resources, a magnet or laminated card listing benefit contacts, or a digital phone app to download with contact information.

Also, inform them of any ongoing benefit education videos, webinars, or mailers available during the year or provide a calendar of coming benefits education and events, such as benefit fairs, enrollment periods, etc.

8. **Recruiter Summaries:** Provide recruiters with a short guide to benefits, for help in discussing benefits with prospective employees.

#### Our Services

Priced affordably for any size group and budget. Ask for a quote and we'll prove it.

Translation, printing, and fulfillment are available...



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# New Hire Benefits Orientation

## Benefit Guides

### The Better the Guide, the Better the Perception of Benefits

Benefit guides should contain the information and guidance employees need to choose benefits based on their individual needs and budgets. Consider these tips for your guide:

- ☑ Be sure writing is clear and concise—limit jargon and define terms.
- ☑ Keep paragraphs short with descriptive headers that convey content for those who scan for what interests them.
- ☑ Use creative design, images, and infographics to attract attention and accelerate learning.
- ☑ Consider keeping rates from cluttering your guide and encourage employees to go to the enrollment system for pricing.
- ☑ Print and mail to homes or post as a PDF or flip book—it's important to reach spouses.
- ☑ Include annual ERISA-required notices.
- ☑ Don't just produce your guide for enrollment, position it as an ongoing resource for employees to refer to all year.

### Creative Design

*Design is the intermediary between information and understanding.*

- Richard Grete

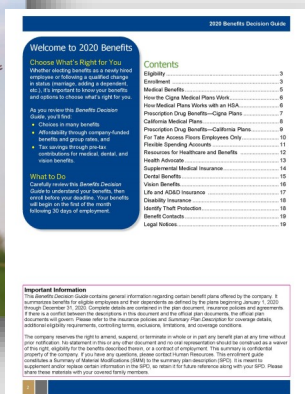
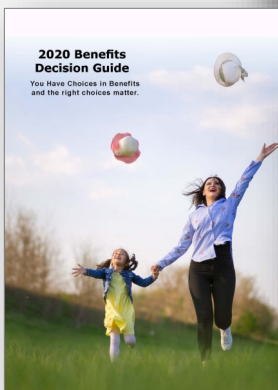
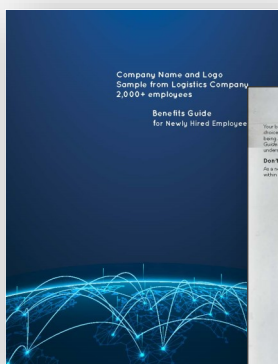
### Customization


Although our costs are low, compared to competitors, all design and content are customized to our clients' benefit plans and branding.

### Flip Book

Convert your Benefits Guide into a flip book to post or email. Check out this sample.

### Flip Book Sample




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# New Hire Benefits Orientation Recruiters Guides

## Emphasize the Best in Your Benefits

What benefits are most popular among your employees? Medical plan choices, a rich 401(k) match, profit sharing, PTO, subsidized lunches? Promote these in a summary guide for recruiters to use with candidates and prospective employees.

These two samples for salaried and hourly prospects describe a history of product innovation and engineering excellence while highlighting popular benefits and profit sharing plans.

**Engineering Our Future... Together**

Our Growth Offers You Opportunities

**You Share in Every Dollar of Profit!**

**Base Pay and Bonus**

**Supportive and Friendly Work Environment**

**Our Growth Offers You Opportunities**

**You Share in Every Dollar of Profit!**

**Base Pay and Bonus**

**Supportive and Friendly Work Environment**

**Employee Benefits**

**Life Insurance**

**Health Insurance**

**Disability Benefits**

**Prescription Drug and Dental Benefits**

**Flexible Spending Accounts**

**Engineering Our Future... Together**

## Creative Design or 1,000 Words?

Copywriting works best when supported by creative graphic design. It makes it easier for users to understand what to do next by illustrating how to apply something complicated or technical, if it is not otherwise obvious.

Recruiters' guides are a kind of "cheat sheet"—to use when discussing employment opportunities with prospects or for HR to use with new hires. One of following samples is a simple word document. The other is more stylized, designed with the same branding used with the employer's other benefit communications.

**Company Logo**

**Flexible Spending Accounts (FSA) - Employee Benefits Corporation (EBC)**

**Dependent Care Reimbursement Account:**

- Reimbursement of eligible child care, day care, after school expenses (dependent care)
- \$500 account maximum per eligible year
- Expenses for dependent care may be used for dependent care services for the next 12 months

**Health Care Reimbursement Account:**

- Reimbursement of eligible health care costs not covered by insurance
- \$2,700 account maximum per year
- Expenses for dependent care may be included if dependent care services are not used for dependent care

**Health Savings Account (HSA) - UnitedHealthcare Choice Plus Medical**

**Company Logo**

**For Newly Hired and Newly Eligible Employees 2020 U.S. Benefits at a Glance**

**Understanding Your Benefits Quick Guide for Recruiters**

**Company Logo**

**2020**

**Understanding Your Benefits Quick Guide for Recruiters**

**Company Logo**

**Prescription Drugs**

Category	Brand	Generic	Specialty	Out-of-Pocket Max
Cardiovascular	Atorvastatin	\$40	\$100	\$100
	Lisinopril	\$20	\$50	\$50
Diabetes	Glimepiride	\$10	\$20	\$20
	Metformin	\$5	\$10	\$10

**Health Savings Accounts**

Account Type	Annual Contribution Limit	Annual Withdrawal Limit
Health Savings Account (HSA)	\$3,600	\$1,000
Flexible Spending Account (FSA)	\$2,700	\$500

**Flexible Spending Accounts**

**Company Logo**

# New Hire Benefits Orientation

## Interactive Videos

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*"People are four times more likely to watch a video than read the information."*

-Animoto and Digital Content Next Survey

## The Advantages of Interactive Videos

An online interactive video may be the best solution for benefits communications for new hires and employees working from home.

### What Is Interactive Video?

#### While watching, viewers can:

- Download posted documents
- Link to websites
- Answer survey questions
- Choose what to watch through branching
- Send an email

#### Employers can:

- Register viewers for identification
- Collect viewing analytics

Translation and closed caption available

SCORM compliant for uploading to Learning Management Systems

Click to watch a sample New Hire Benefits Orientation interactive video.



Click to watch this sample interactive video on choosing a medical plan option during open enrollment.



**Note:** This sample shows a recommended organization for a new hire video and has selected, partial content.

### Fit for Our Times

Videos are a good fit for employees working from home and for employees who have limited access to email and benefit portals. That's because they can view the videos directly from their phone or tablet.

### Accessibility

All our videos are accessible from computers, cellphones, or mobile devices.



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# Put your benefit contacts on employees' phones

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## Put Your Contacts on Employees' Phones

A digital "wallet card" that employees can download to their phones and mobile devices to access benefit vendors' service centers and websites.



Click [here](#) for demo.

On the demo, click a benefits tile for its service center phone number and website link.

### Easy to Distribute

Employees can download from a benefits portal, email, or a website.

### Add a Message

Add a message on the top line and a link to a video or website.

Change the message as needed.

Link a tile to your benefits guide as a flip book or pdf.



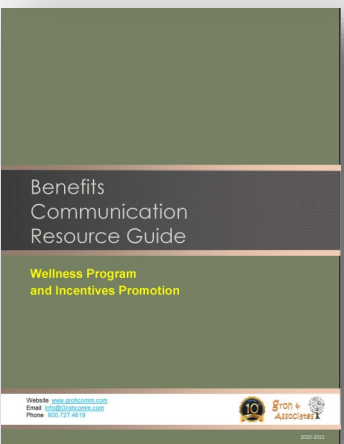
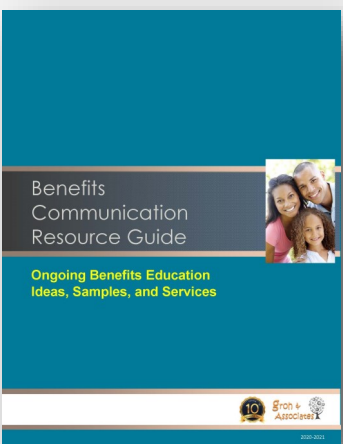
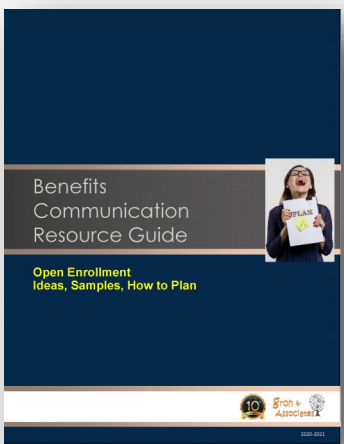
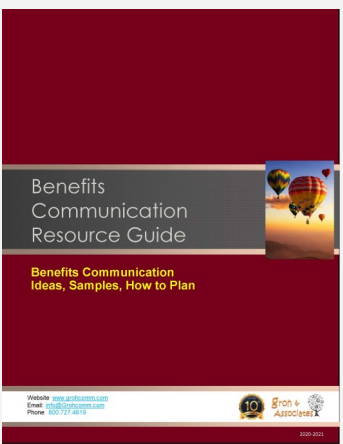
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# Benefits Communication

## Resource Guides

### More Ideas and Samples for Benefits Communication

Our Resource Guides offer ideas and samples to consider in planning benefits communication. You can obtain these free guides at our website, [grohcomm.com](http://grohcomm.com).



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# About Groh & Associates, Inc.

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## Benefits Communication It's What We Do

Groh and Associates has served employers and brokers for over 10 years. We create strategic and affordable benefits communication, most often for:



### For benefits education:

- ☑ Benefit guides, flip books
- ☑ Enrollment kits
- ☑ Changes notices, newsletters
- ☑ Interactive videos
- ☑ MyBenefits Contacts app
- ☑ And more

### For promotion:

- ☑ Home mailers
- ☑ Posters, flyers, banners
- ☑ HTML emails, etc.
- ☑ And more

## Experience Matters

Before forming Groh & Associates, Inc. Ken Groh worked 20 years with Mercer, PricewaterhouseCoopers, and Aon in their communication practices.

**Staff:** Our staff includes talent for creative design, copywriting and scripting, narration, production, and project management.

## A client's testimonial to our services

"In my role that required simultaneously addressing different employee populations about multiple benefit plans, I worked with Groh & Associates on a complicated communications matrix containing e-print as well as narrated and animated remote video presentations. Groh kept it all straight while both developing content and managing production. It was a non-pareil performance that was actually replicated - *and expanded upon*- in the following year. Recommended without reservation."

—David Dietly, Senior Manager, Global Benefits, PAE, Inc.



For more ideas, samples, and services for benefits communication, watch this 4-minute video.



## Selected Client List

Aisin World Corp.  
 Alberto Culver  
 Avid Technology, Inc.  
 BBX Capital Corp  
 Blue & Co., LLC  
 BMC  
 Boeing  
 Care Giver Services  
 CDK Global  
 Citizens Utilities Co.  
 Digital Bridge  
 DS Services  
 Edumedics  
 FabSouth LLC  
 Faro Technologies  
 Frenchman's Creek  
 Fujitsu  
 Grand Rounds  
 G&W Electric  
 Hooters  
 IATA  
 IDEX Corp  
 IAM Benefits Trust  
 Ironform Manufacturing  
 iThink Financial  
 Johnson Controls  
 Kingspan Group  
 Loyola University  
 Magic Leap  
 MDLIVE  
 Modine Manufacturing  
 Nat'l Assoc of Realtors  
 Neovia Logistics  
 Office Max/Depot  
 PAE, Inc.  
 Perrigo Corporation  
 Populus Financial  
 Post Properties  
 Rexel USA  
 Rybovich Boat Co.  
 Sandhill Cove  
 Schulte Hotels  
 Seminole Electric  
 Simon Property Group  
 Starboard Cruise  
 Tri-City Foods  
 Tupperware  
 Valparaiso U  
 Vision Group Holdings



website: [grohcomm.com](http://grohcomm.com)  
[info@grohcomm.com](mailto:info@grohcomm.com)  
 800.727.4619