

Benefits Communication Resource Guide

Wellness Program and Incentives Promotion

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Benefits Communication

About This Resource Guide

This *Resource Guide* contains ideas, samples, and services for promoting and communicating wellness benefits, programs, resources, and incentives. Other communication *Resource Guides* specific for open enrollment, new hires, and ongoing benefits education are also available. See page 7.

Communicating Wellness

Employers retain wellness firms separate from their health plans to provide programs, services, and incentives to their employees. Generally, these are available to medical plan participants. Communication and services are typically provided by the wellness company through a website. HIPAA-compliant services include biometric screenings, a health assessment questionnaire, health coaching, health-related activities, and participation incentives.

Communicating Integrated Wellness Benefits

Other employer benefits contain wellness programs that can be integrated into a strategic communication campaign that gives employees options to match to their situation and reinforce the employer's commitment to creating a healthier workforce. These include:

- Preventive care, prescription drug, and mental health benefits in medical plans
- Employee Assistance Programs
- Chronic condition management
- Special diabetes and hypertension programs provided by some employers
- Dental and vision preventive care
- Financial well-being services through 401(k) plans

Taking Action

The wellness message is a strong one as it seeks to help employees take care of their health and avoid chronic illnesses—a win for employees and potential victory for employers' bottom-line. When communicating the wellness program to employees, integrate your other wellness programs available in your plans.

For example, promote preventive care benefits, create better awareness of related EAP resources, etc. A monthly or bi-weekly series would not overload employees with too much information while positioning self-managing wellness in front of employees all year. Also, create a guide or video summarizing your well-being "tools."

Use this *Communication Resource Guide* to help shape your communication ideas for engaging employees in self-managing their health.

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Our Services

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

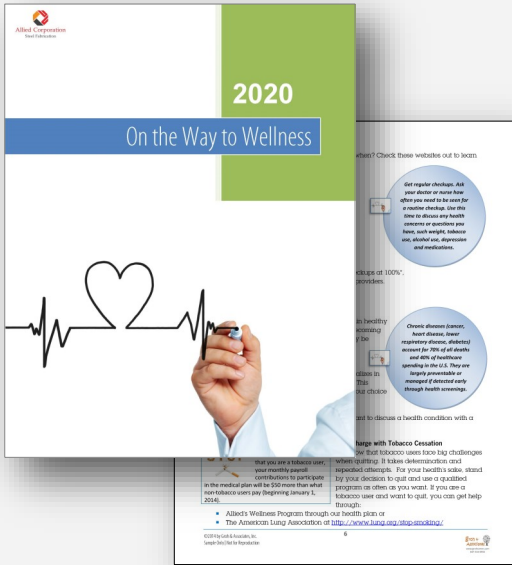
Translation, printing, and fulfillment are available...



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Communicating Wellness Guides

*“Design is the intermediary between information and understanding”
-Richard Grefé*



Customization

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

Creative Design or 1,000 Words?

Copywriting works best when supported creatively by 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.

Flip Book Sample

Click here to demo our flip book sample.

Flip Book Demo



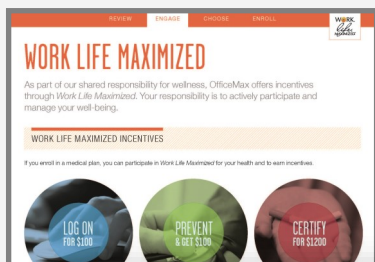
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Calls to Action

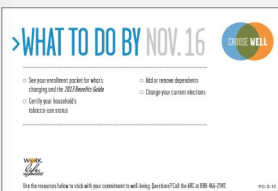
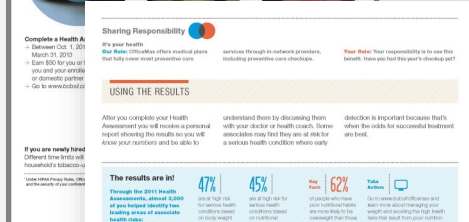
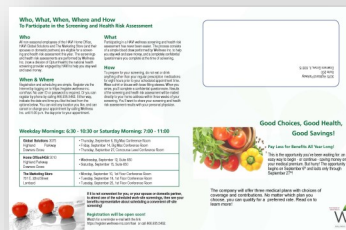
Promoting Wellness

Posters, mailers, emails, flyers, banners, table tents are a call to action to guide employees to the educational materials. A primary marketing technique is to use multiple media to reinforce messaging and increase participation.

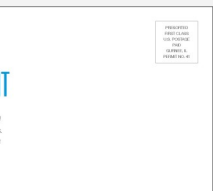
Posters and Mailers



Transparency Mailer
How Healthy Are We?
 Sharing aggregate results of wellness screenings to compare with national averages.



Promotional Mailer
 Actions to take promoting with removable **clings** (4 panels, 6"x9").



"A call to action is the part of your message that tells your audience what to do. If written right, it also makes them feel inspired to do it."
 -Alice E.M. Underwood

7 x 7 Formula
 A prevalent marketing practice reasons that people remember messages and take actions if the message is repeated 7 times using 7 different forms of media to amplify it.

HTML Emails and Newsletters

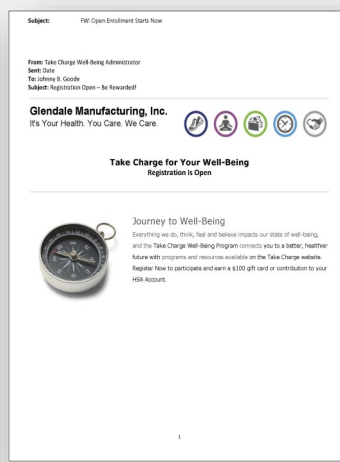
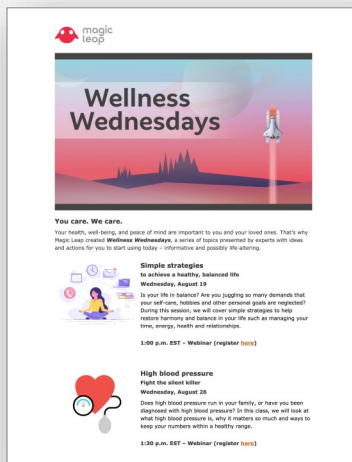
Promoting Wellness

HTML Emails—Call to Action

A creatively designed and branded message inserted into the body of an email to get attention and direct participants with links to posted documents, videos, or websites where they are encouraged to take specific actions in support of their well-being.

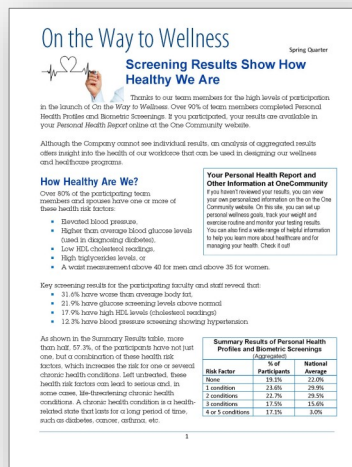
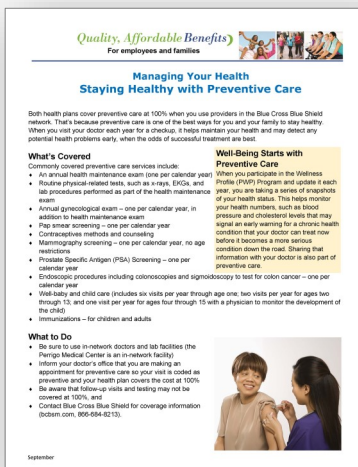
“Good design is effective communication, not decoration at the expense of legibility.”

—Vitaly Friedman



Newsletters—Education and Promotion

Quarterly, monthly, and other newsletter distribution frequencies keep wellness issues, resources, and actions to take in front of employees. Topics can educate about health programs as well as promote resources and special activities.



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Interactive Videos

Education

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

-Animoto and Digital Content Next survey

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

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.

Wellness Video Topic Ideas

- Using preventive care benefits
- Healthcare benefits tips
- Wellness program incentives
- Online tools and resources for your well-being
- Actions to take for a wellness incentive



Distribution to employees and spouses:

- Post link on portal
- Email link
- Place QR code on posters, flyers, guides, etc.

Also, this 4-minute video offers some ideas for related topics that can be viewed at home on computers or mobile devices.



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Put your benefit 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 an icon for benefit vendors’ service center phone numbers and website links.

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, pdf, or website.

Change the message as needed.

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



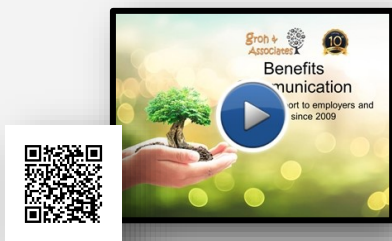
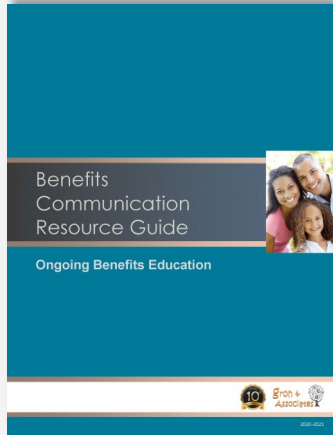
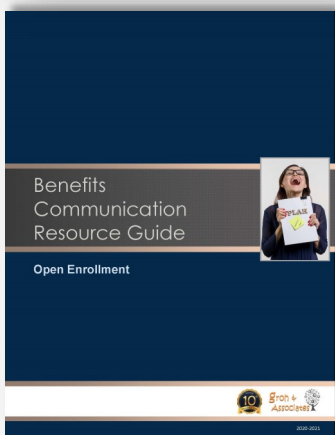
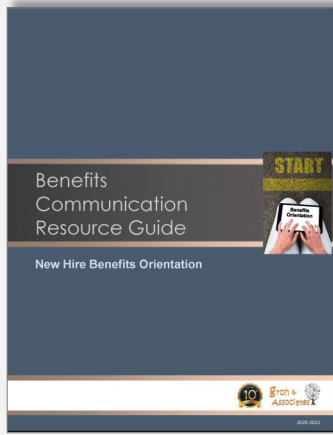
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Benefits Communication

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.



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

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:



Media for benefits education:

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

And 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.

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



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