

Help employees understand benefits

Do these 3 things to simplify communication





Benefits plans are complicated.
That's why your company needs to help employees
become more educated consumers.

But most employees don't bother to read complicated plan documents.

So how do you cut through the clutter and teach employees how to choose the plan that's right for them? **Here are three ways:**



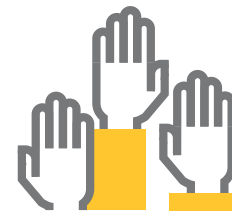
Ask questions



Keep it simple



Think outside
the box



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Set up [focus groups](#) or informal meetings with employees to explore what they:

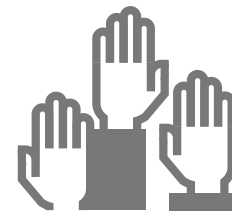
- Understand about benefits
- Need to know to make the best decision

Pose questions like these:

How can we help you better understand our benefits?

What questions do you have about our medical plans?

What changes would you like to see in the future?



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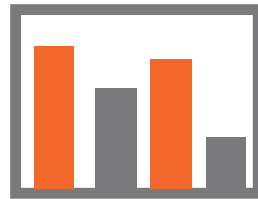
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Eliminate complicated explanations. Try these approaches:



Tell a **personal story**.

How does the HMO work for Janet, the single mom?
How does it work for Tom and his family of five?

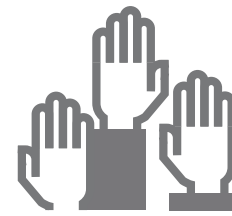


Create a **color-coded chart** that visually shows the changes happening this year. Make content:

- Relatable
- Scannable
- Easy to access



Don't make employees search for information. Host tools, forms and resources on a **central web page**.



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Convey familiar information in new ways.

Leverage concepts from everyday life to get employees' attention.

For example, create “dating profiles” to match the benefit plan that best fit employees' needs.

If you're...	Consider...
A single 30-something...	The PPO plan, which gives you lots of flexible options.
A young couple with children seeking help to balance work and family...	The HMO plan, which offers phone consulting and other support.



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