





2024 EMPLOYEE COMMUNICATION TOOLS

Open Enrollment & Beyond

This guide includes a summary listing of the innovative and effective communication resources available to you during open enrollment and year round. Your Bim Group team stands ready to collaborate with you on a combination of tools customized to meet both the needs of HR and your employees.

BimGroup











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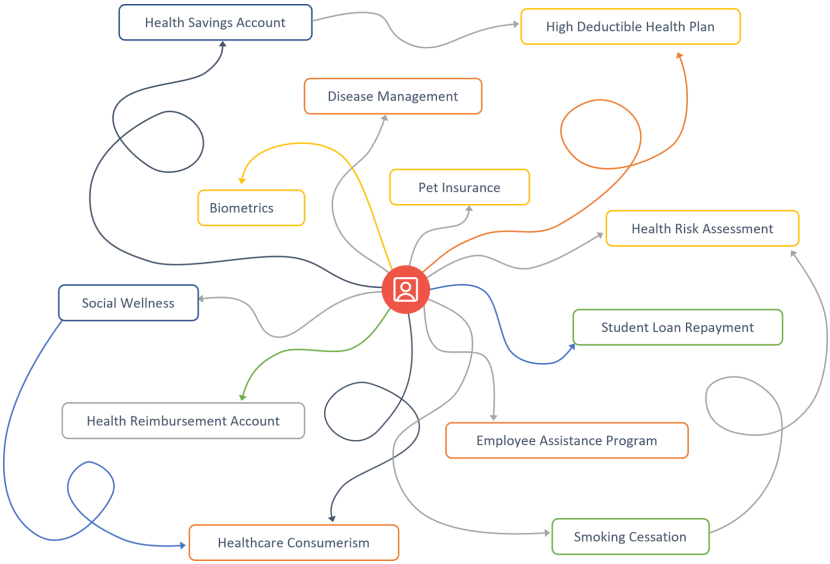
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THE BENEFITS BIG BANG

Most employers want to provide a comprehensive, holistic benefits package to their employees, but with all of the other hats that an HR professional must wear, it can be a challenge to communicate all the various facets, let alone in an effective and engaging way.



Employees struggle to understand benefits.

Benefit utilization is low.

Misunderstandings and mishaps increase employee noise.

STARTLING STATISTICS

86 % of people can't define deductible, copay, coinsurance, and out-of-pocket maximum.

JOURNAL OF HEALTH ECONOMICS

33 % of American workers would rather talk about their weight than their employee benefits!

HR SURVEY

50 % dread the benefits enrollment process as much as asking for a raise.

HR SURVEY



CRITICAL SUCCESS FACTORS

Modern HR programs depend on employee engagement to actually work. We design and implement strategies to ensure your employees understand, value, and appreciate their benefits. Here are our top 4 communication best practices:

SCALABLE

Pre-Open Enrollment: Cover the basics like insurance terms and promote info sessions.

Open Enrollment: Only focus on what employees need to know to decide to take action.

Post-Open Enrollment: Gather employee feedback and reinforce key information.

Year-Round Education Build perceived value, engage in wellness and consumerism.

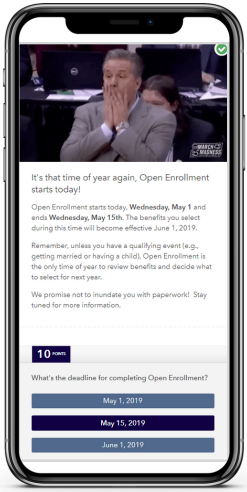
FREQUENT

The more frequently an employer communicates about benefit programs, the more employees engage.

BITE-SIZED CONTENT

What captures employee attention today?

- VISUAL
- MOBILE
- SHORT
- INTERACTIVE



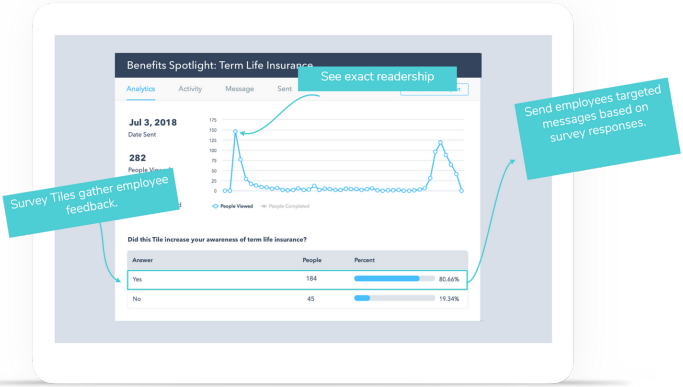
MEASURABLE

PROVE SUCCESS

Track Participation: Live metrics prove engagement.

Measure Satisfaction: See increase in benefits understanding.

Collect Feedback: Learn what works and what can be improved.



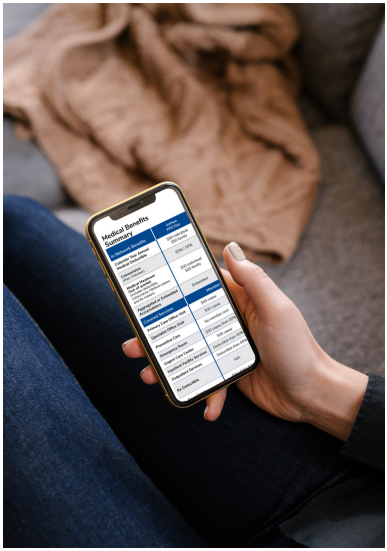
OPEN ENROLLMENT TOOLS

Employee Benefit Overviews (EBOs)

Employee Benefit Overviews (EBOs) put your employees' benefit information into an easy-to-digest format that they and family members can refer back to at any time throughout their plan year.

EBOs come in all shapes and sizes, and we work directly with your HR team to determine which elements are most important to you.





The guides may be printed and delivered to your office to disseminate to employees, and / or distributed electronically via email or posted on an intranet page for your employees to download. We can also work with you to coordinate home delivery to employees through a third-party vendor if needed.



OPEN ENROLLMENT TOOLS

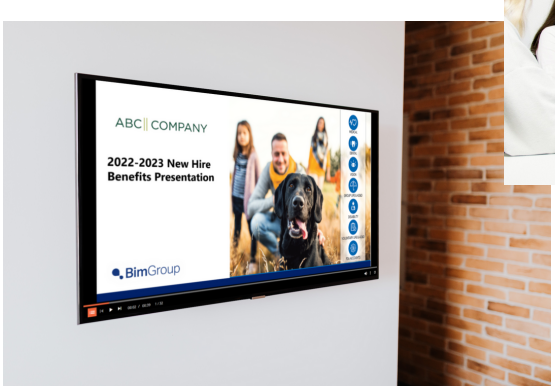
Benefit Presentations

We offer a variety of benefit presentation options to fit your needs, whether you prefer a virtual or in-person presence. Our goal is to help your team understand, appreciate, and value their benefits.

IN PERSON

Members of our service team stand ready to visit on-site to present benefit offerings to your employees and answer questions in preparation for open enrollment.



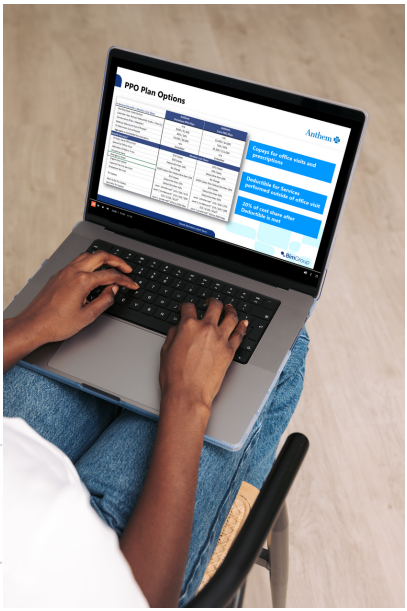




VIRTUAL - BRAINSHARK

Brainshark is a pre-recorded PowerPoint slideshow with audio narration. These presentations are designed to replicate an “in person” experience and can easily be emailed post-meeting to attendees for reference or sharing with family members.

Brainshark also allows us to embed videos into presentations, as well as attach related documents users can download.



BRAINSHARK

OPEN ENROLLMENT TOOLS

Benefit Presentations

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VIRTUAL - SHARK BITES

Shark Bites are mini pre-recorded Brainshark presentation that cover specific employee benefit topics in five minutes or less. These are great for employees that need more info in certain areas. A few topics in our library include:

- STD / LTD
- Wellness Benefits
- Pharmacy
- PPO vs HSA
- Telehealth
- How to find a provider
- Cost Effective Care
- Deductible / Copays
- and more!



Q&A

Members of our service team will be available to answer questions about benefits in a Zoom meeting, and employees who present with personal questions can be moved virtually to a private breakout room to discuss further with our team member. These virtual meetings can be scheduled as a large block of time, or divided into several smaller sessions – whatever works for your team's schedule.

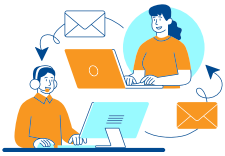




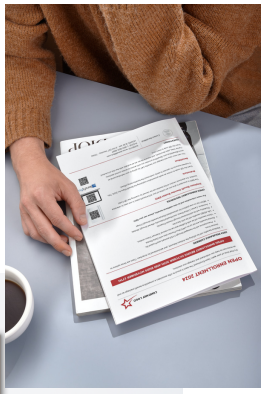
OPEN ENROLLMENT TOOLS

Posters, Memos, Postcards, Email Blasts

OPEN ENROLLMENT MEMO / EMAIL ANNOUNCEMENT



The open enrollment memo / email announcement is an informative narrative-style piece we offer clients. As always, it is up to your organization exactly how much detail your open enrollment memo goes into. Typically, this is your opportunity to break down what's new, what actions your employees need to take, and where they can find more information like SBCs or the latest benefit guide.



Memos are a great place to announce lower premiums for employees and enhanced or new benefit offerings. Memos are delivered via email to your HR team in Word and PDF to be disseminated to your teams as desired. These pieces can also be printed and delivered / inserted as part of your Employee Benefits Overview delivery.

POSTERS

Posters are a great way to announce your upcoming open enrollment period and highlight any changes or action items for your employees- particularly for employee populations that are not generally behind a computer all day.



POSTCARDS

If you have either a whole or partial population of workers who are performing their duties outside of the office or do not have smartphones, a postcard is a great way to let them know of their opportunity to make benefits election changes. These are sent directly to your employees' mailboxes from a third-party vendor.*

*Additional costs may apply



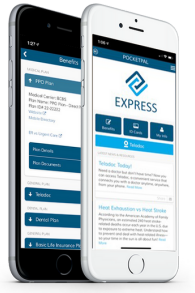




YEAR-ROUND TECHNOLOGY RESOURCES

Build perceived value, engage in wellness and consumerism

TOUCHPOINTS *



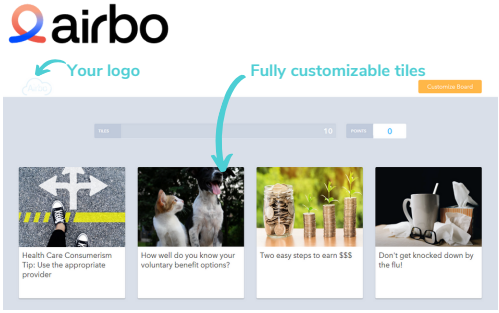
Touchpoints is a benefits communication platform with three primary functions:

1. Benefits portal - houses all of your employees' benefit information, including a plan comparison tool, downloadable SBC's, and any company announcements or links you want to add.

2. The Pocketpal - a mobile app version of their benefits portal. Employees can upload theirs and their family's medical and dental ID cards to easily access at appointments or to send directly to their provider.

3. Text Capabilities - allows you to mass text your employees, directing them to their benefits portal, their enrollment site, their EAP site, or anywhere else you'd like them to take action.

AIRBO *



Airbo is an employee communication platform that allows employers to push specific messaging to their employees via text and/or email and rewards those employees for consuming the content. Clickable tiles lead to text or videos that explain more about a particular benefit. Employees earn points as they access each tile and may participate in pop quizzes to compete for prizes (if the employer decides to offer). The point system works to engage employees and the prizes provide employees with a tangible incentive to learn more about their benefits.

JELLYVISION / ALEX *



Jellyvision is a decision support tool that your employees can access before or during open enrollment to help decide which benefits are best for them and their families. Powered by behavioral science and proprietary technology, the Jellyvision avatar, ALEX, helps employees make smarter, wallet friendlier choices about their health plans, retirement, and tax-savings accounts—and employers save money on premiums, payroll taxes and more. Employees are walked through a series of questions that help Jellyvision's proprietary algorithm calculate the best plan options for your employees. Jellyvision can boost benefits engagement and understanding, drive better financial outcomes, save your team time, money, and headaches, and help attract and retain top talent.

YEAR-ROUND TECHNOLOGY RESOURCES

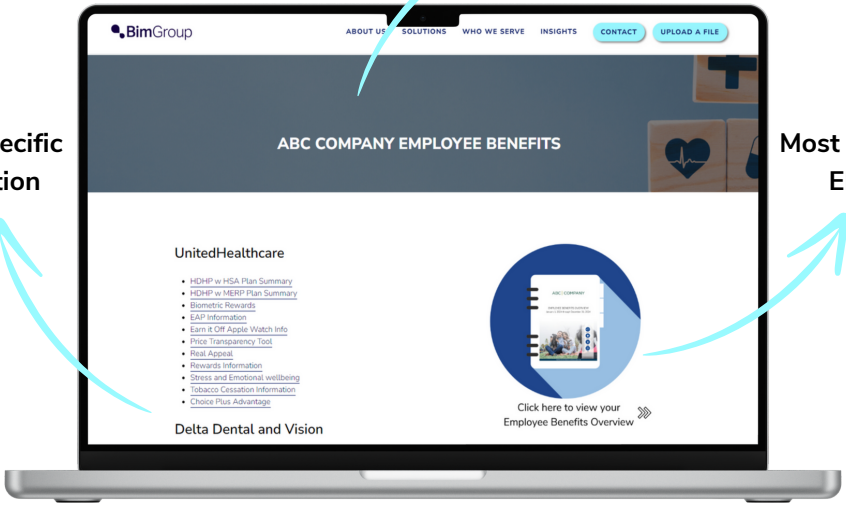
Dedicated Landing Pages

A landing page dedicated to your company's employee benefits is a great way to have a central hub of important information. This page can be updated quicky by Bim Group team at any time throughout the year!

Client Specific Branding

Carrier Specific Information

Most Recent EBO



Frequently Asked Questions



Employee Assistance Program



Wellness Rewards



ID Card Information



...and more!





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