

HR COMMUNICATIONS. SIMPLIFIED.
WRITE ON TARGET

COMMUNICATE YOUR BENEFITS YEAR-ROUND

Remind employees of their benefits — how to take advantage of the full value, and how to save on care.

1

Use multiple channels to reach different employee groups (don't forget non-desk workers).

2

Try to include real stories of how benefits have helped fellow employees.

3

Always include who-to-contact information or a call to action.

4

Be nimble and flexible — HR will need to communicate about unplanned issues that affect your employee population. Keep your crisis communications plan handy!

5

Use your data — if ER use is too high, communicate alternatives and costs; if credit scores are low, promote financial counseling, etc.

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

Mental health in general

- The EAP is available to all employees and family members.
- Find resources for every phase of life (more than emotional support).
- Diverse counselors — talk to someone like you.

Virtual counseling

- It's convenient, safe, and confidential.
- There are several free visits via EAP, then a referral for more virtual visits (covered by medical plan).

TIP!

Mail home a fridge magnet with EAP contact info and a list of services.

JAN

Ways to save on health care

- Online tools can help find in-network providers and compare quality and costs.
- The nurse line and advocacy service can offer advice.

Preventive care is covered 100%

- Get your check-ups — they save lives and avoid future serious conditions.
- List the care that's considered preventive; encourage use of in-network providers.

TIP!

Run a “Know Before You Go” campaign, encouraging employees to research their health care options.

FEB

Get the right care, at the best value

- High cost doesn't always equal high quality and better outcomes.
- An MRI at one facility can be \$2,500, but only \$550 down the street.

Help finding care

Spotlight resources that help people understand benefits and find care (nurse line, advocacy service, etc.).

TIP!

Include a chart for when to use the ER, urgent care, telehealth, or convenience store clinic, and show levels of cost.

MAR

Financial Literacy Month

- Start saving early to reap the most reward.
- Talk about financial counseling through the EAP; promote the financial wellness program.

Smart prescription shopping

- Reminder: Use generics and mail order, and stay in network.
- Mention apps like GoodRx, WellRx, Blink Health, etc.

TIP!

Host lunch 'n learns on financial wellness, and bring in financial counselors for 1:1 advice. These can be virtual, too.

APR

Mental Health Month

- We support the whole you!
- The EAP is available to all employees and family members.
- It's 100% confidential.

Peace-of-mind benefits

- Life is unpredictable. Here's some peace of mind.
- Promote your other benefits (life, pet, ID protection, home and auto, etc.).

TIP!

Pledge to be a “StigmaFree” company at nami.org, and download their great company resources.

MAY

HSA and FSA dollars

- Make the most of your tax-free money.
- Re-educate on HSAs, and encourage use as a retirement account.
- List some eligible FSA expenses, and remind that it's “use or lose.”

Virtual benefits fair: Part 1

- Host an online benefits fair to promote some of your benefits (promote others in August).
- Have vendors online and ready to take questions.

TIP!

Host Part 2 of the benefits fair later in the summer.

JUN

Back-to-school season is around the corner

- Remind of necessary school vaccinations.
- Focus on childcare resources (backup care, help finding providers, etc.).

Diversity and inclusion

- Highlight any related benefits (adoption and infertility support, ABA therapy, transgender benefits, domestic partner coverage).
- Promote how to find diverse providers (health plan doctor finder, EAP's diverse counselors with specializations, etc.).

TIP!

Host a webinar with a guest speaker who can talk about DEI culture in the workplace.

JUL

Retirement planning

- It's never too late to start saving.
- Promote the 401(k) and any company match.
- Highlight online tools from your vendor (webinars, financial counseling, calculators, etc.).

Virtual benefits fair: Part 2

- Host an online benefits fair to promote more of your benefits (different from June).
- Have vendors online and ready to take questions.

TIP!

If the timing is right, use the virtual fair to tee up Open Enrollment. See September for things employees could start thinking about. Or, simply do a "Save the Date."

AUG

Flu season is coming

- Run a Fight the Flu campaign.
- Include statistics that show why it's important. Mention vaccine safety.

Start thinking about your benefits

- Will you be ready to choose your benefits next month?
- Tell people where to see their current-year health care expenses.
- Remind them where to review the medical plans (unless they're changing).

TIP!

By now you're feeling the squeeze of Open Enrollment. Take time to give employees a heads up and encourage them to start planning.

SEPT

Open Enrollment It's coming, be ready!

- Highlight what's new and what's changing.
- Reminder: It's your one chance each year to make changes.

It's here — enroll now!

- Tell them how to enroll.
- Point them to all the resources needed.

Last chance to enroll!

Emphasize deadlines and must-do's.

TIP!

Communicate often, and use many channels to reach all employees. Don't forget to educate your line managers.

OCT

Financial wellness

- Promote any benefits that help with setting budgets, financial planning, raising credit scores, etc.
- Remember...many EAPs offer financial counseling.

Save on holiday shopping and entertainment

Promote the employee discount program.

TIP!

Be specific. "Save 50% on movie tickets, up to 60% on travel, and get big savings on the name brands you love."

NOV

Happy, healthy holidays!

- Nobody should be sick (or sad) right now.
- Promote telehealth and virtual counseling.

TIP!

Don't forget to send a note of gratitude and cheer to employees!

P.S. You won't have their attention this month, so be brief.

DEC

HR Communications It's all we do.

And we've been doing it passionately for over 25 years.

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Our communications speak to everyone

Full-Service. Creative. Impactful.

We bring the best of both worlds. Technical understanding of your HR programs with award-winning marketing skills. Our creative approaches break through the noise to communicate messages quickly and effectively.

We uncomplicate the complicated

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We specialize in:

- Benefits Enrollment
- Change Management
- Compensation & Total Rewards
- Retirement Programs
- Year-Round Engagement
- Health & Wellness Programs
- New Hire Onboarding
- Compliance (Handbooks, SPDs, etc.)

**Start building
communications
strategies that
impact and engage
your employees.**

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WORK**