

Worksite Optimized.

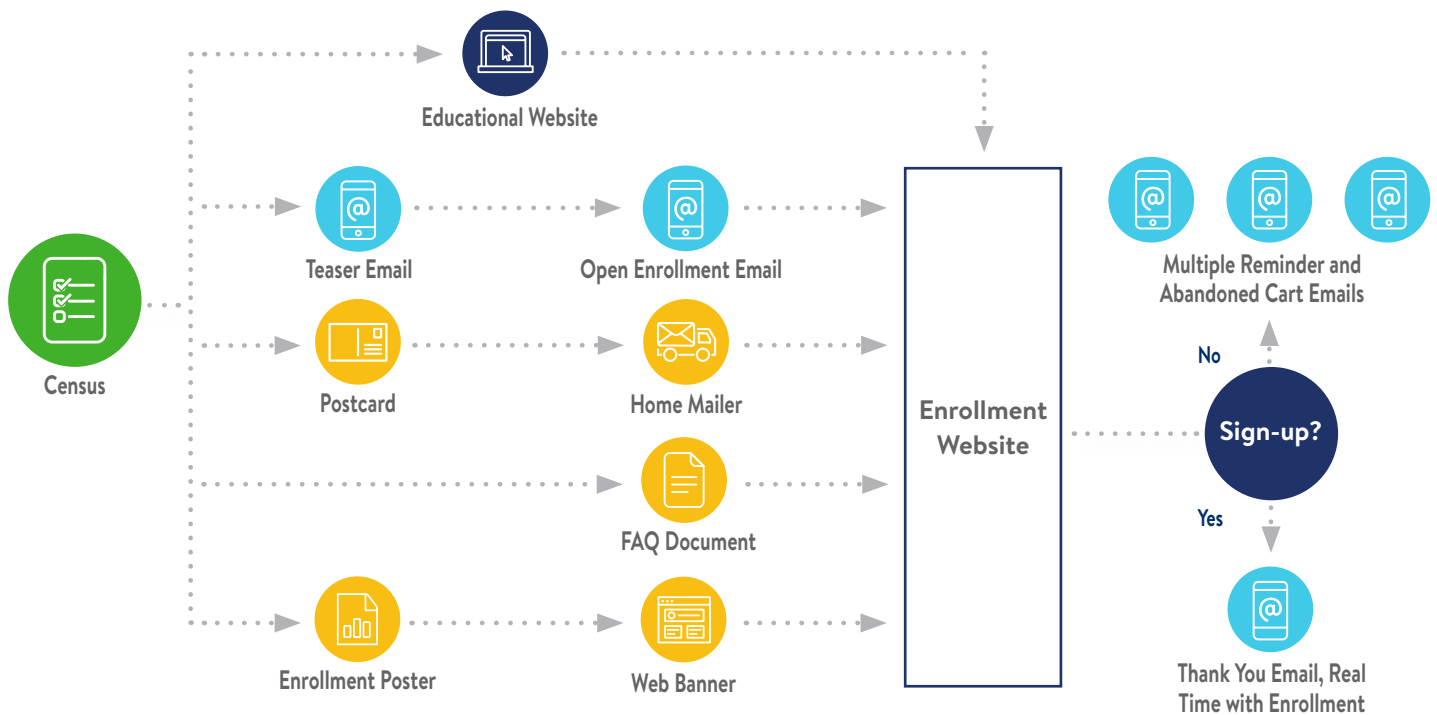
Enrollment Communications Overview

As a trusted industry leader, we look forward to putting our experience and passion for service to work for your company. Our team will collaborate with you to deliver a well-executed communication plan that resonates with employees and drives them to make informed decisions about their offer.

BEST PRACTICES

- Engage with client early in process to create a strategy with agreed-upon goals
- Develop communication plan for the different employee segments with targeted messaging and tactics
- Leverage a census file to optimize outcomes — personal communications with better conversion

COMMUNICATIONS SUPPORT MODEL



MULTI-CHANNEL EMPLOYEE MATERIALS

- Communication Samples
- Product Brochures and Flyers
- Benefit Meetings Presentations
- Outreach Email Templates