



HAVE A HAPPY OE

How HireRight Revamped their
Benefits Program with OE
Communications



Will the webinar be recorded?

Yes!

We will send you a link to the recording after the webinar.



Will the slides be available?

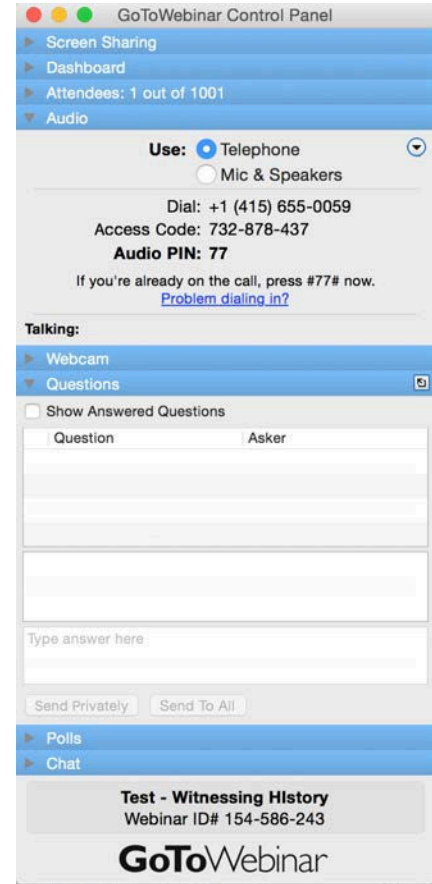
Yes!

We will send you a link to the PDF after the webinar.



How do you ask questions?

Type your question into
the "Questions" panel





HRCI & SHRM CREDIT

SHRM: Activity 19-CWT4J

HRCI: 399160



TODAY'S SPEAKERS



Jessica Foust
Communications Director
PlanSource



Tracey Bradley
Global Benefits Manager
HireRight



Today's Agenda

5 Strategies for a Successful OE
Communications Campaign

HireRight Case Study

Challenges

Results

Q&A



5 Strategies for a Successful OE Communications Campaign

Successful Communication

How your programs are promoted is just as important as how they're designed.



Strategy #1

Get Personal





Why Personalize Communications?

- ✓ Builds a deeper relationship with employees
- ✓ Provides relevant content
- ✓ Gives a face to HR
- ✓ Offers better recommendations
- ✓ Boosts engagement
- ✓ Drives enrollment and participation

Target Specific Segments of Employees

Message employees based on workforce characteristics



Enrollment status



Classification



Gender



Location



Union Status



Enrolled Benefits

Examples of Personalized Communications

The average employee is fully expecting personalization in every communications campaign you run



Targeted emails



Custom video messages



Benefit recommendations



Social Media



Fear of Missing Out (FOMO)



Mobile is Key to Personalization

- ✓ Employees will be more apt to engage in personalized content vs generic content
- ✓ Partner with an HR or benefits technology company that can provide personalized messages
- ✓ Blanket email messaging to an entire company is no longer effective
- ✓ Automation is critical to creating one-to-one experiences with employees



Strategy #2

Up Your Email Game



Successful Communications

Email still has the ability many channels don't: creating valuable, personal touches – at scale.

Strategy #2

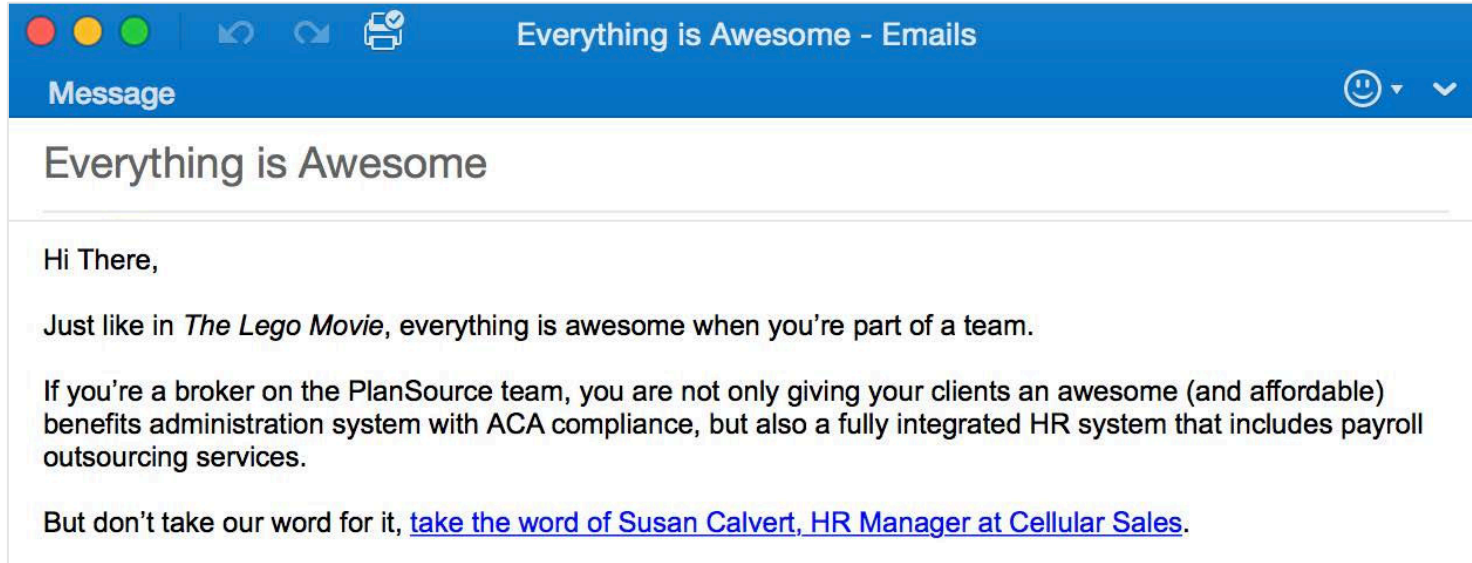
Email

86%

Of professionals name email as their favorite mode of communication

Apply Email Marketing Best Practices

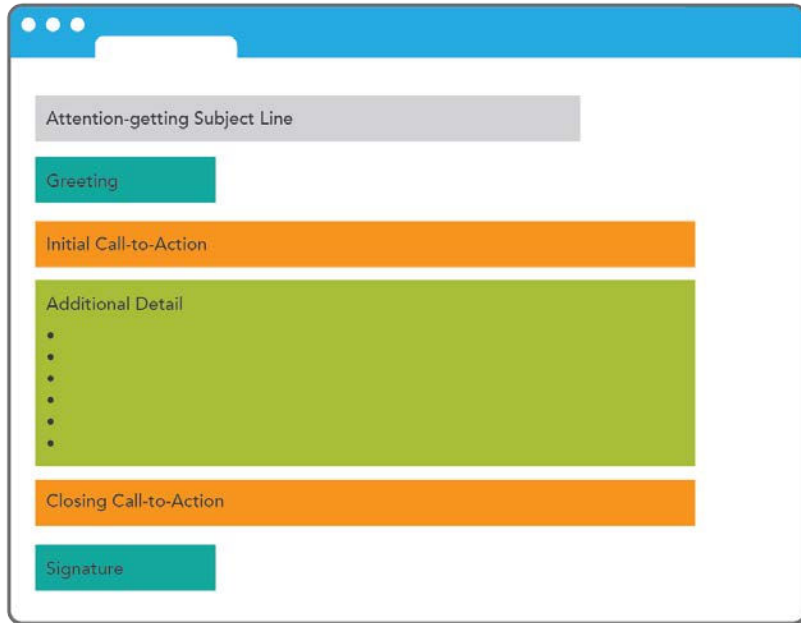
Use an attention-getting subject line



If they don't open it, it doesn't matter what's in it!

Apply Email Marketing Best Practices

Keep them as short as possible | Follow this simple outline



Don't do too much education in the email, instead, link to videos

Short paragraphs, and use bullets whenever possible

Include calls-to-action with a deadline to create a sense of urgency

Use "reply" to a prior email rather than repeat yourself

Apply Email Marketing Best Practices

Personalize the email

- ✓ Emails with personalized subject lines are 26% more likely to be opened
- ✓ The open rate for emails with a personalized message was 17.6%, compared to 11.4% without personalization
- ✓ Emails that included the first name of the recipient in their subject line had higher click-through rates than emails that did not



Strategy #3

Try Text Messaging



Successful Communication

Text messaging is on every mobile device and your next HR goal is just a message away.

Text Messaging as an Alternative to Email



Text messages have a 98% open rate



90% of all text messages are read in under 3 minutes



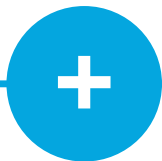
70% of U.S. consumers appreciate getting texts from healthcare providers



Sales prospects who are sent text messages convert at a rate 40% higher than those who are not sent text messages

Sources – Connect Mogul | Loyalty 360 | Velocify | OneReach.com texting statistics

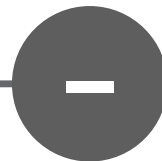
Text Messaging as an Alternative to Email



Relatively inexpensive way to reach your employees (and their spouses!) where they are

Simple, easy and convenient for your on-the-go employees with a 98% open rate

Great for announcements, reminders and CTAs with links to add text

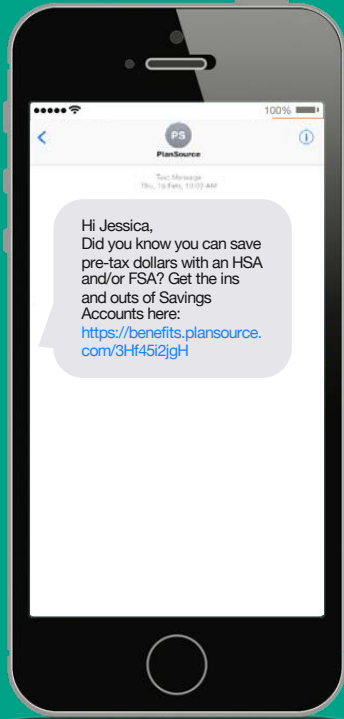


160-character limit means your message must be simple

Employees should opt-in, and they may not want to receive texts from you

Employees who don't have unlimited text messaging will have to pay for texts they receive

Texting Best Practices



- Be clear about what employees will get via texts
- Be aware of frequency
- Text during normal hours
- Provide value
- Use short and concise messaging
- Set up groups & personalize the texts
- Schedule texts
- Measure what works



Strategy #4

Go Visual & Use Great Design



Make It Visual

90%

Of the information transmitted
to the brain is visual

60,000

Times is how much faster
visuals are processed than text

Use Images

- Articles with images get 94% more total views
- Content with photos have a 37% higher engagement rate over text-only content
- An image can improve information recall by 65%
- Images on Facebook receive 20% more engagement than videos



Think Design First

Better design =

Better engagement

Better interactions

Better understanding

Better action



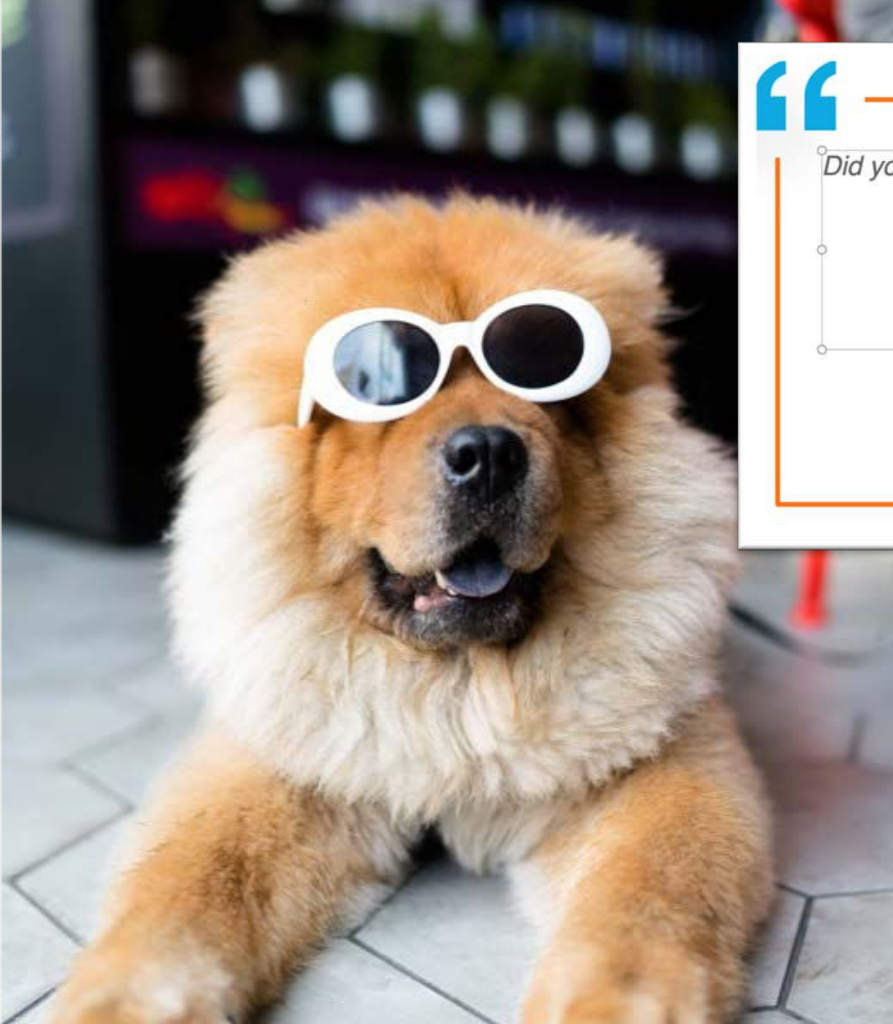
Visual Content Tips

Focus on creating valuable, relevant and consistent content

- ✓ Brand your communications and think about developing a brand or campaign-specific avatar.
- ✓ Be brief and concise in order to connect with the workforce.
- ✓ Make your communications more human. Speak to employees the way they speak to each other.
- ✓ Use video to better engage your workforce. Think about creating videos to replace benefits meetings.

Strategy #5

Create Infotainment Content



Did you know you can use your HSA for ...

Inform & Entertain Your Employees

How to Create Infotainment

Infotainment is a great way to engage employees and familiarize them with their benefits

- ✓ Keep it simple
- ✓ The shorter the better
- ✓ Tell a story
- ✓ Don't skimp on the info
- ✓ Use humor

Year Round Communication Tips | Staying Ahead

Creating a feedback loop that enables preparedness

42%

Increase in voluntary benefits enrollment with employers creating year-long communication and feedback loops



HIRE RIGHT[®]

Employee Communications

About HireRight

A global background screening solution

HIRE RIGHT[®]



- Headquartered in Irvine, California
- 8 offices in North America & 10 more worldwide
- 2,000+ employees
- 2 HR team members
- Most employees are in an office
- Diverse population with a mix of ages and demographics

Challenges

HireRight






How did you handle OE communications prior to PlanSource?

Did all communications in-house and used a firm affiliated with health care provider for benefits guide

Outsourced just the benefits website to PlanSource at first and then had them help with design for benefits brochure, recruiting materials



What were the top challenges that you faced prior to PlanSource?

Small team, couldn't do everything we wanted to

Even with our previous external vendor we were still doing a lot of the heavy lifting

We're not able to be very strategic or specific in messaging in the past because of limited bandwidth and ability



Results

A better way!

Employee Communications

HireRight has utilized PlanSource's Employee Communications Services since 2016

- *Open enrollment guides*
- *Benefits recruiting materials*
- *New hire benefits guide*
- *HSA user guides*
- *Videos about benefits*
- *Benefits website*
- *Newsletters*
- *Emails*
- *Postcards*
- *Total compensation statements*

***It's a great
partnership***



Our Process for Open Enrollment

PlanSource develops a communication plan and timeline

Collaborative process

Meet on a weekly basis to discuss progress
PlanSource coordinates all aspects of the process

Design

Writing

Printing

Mailing

Fun!!!!



HIRE RIGHT[®]

Infographic

NAVIGATING OPEN ENROLLMENT (a roadmap to success)



PREPARE

Grab your dependents' Social Security Numbers, birth dates and your Open Enrollment Guide. Your journey begins Nov. 7 and ends on Nov. 23!



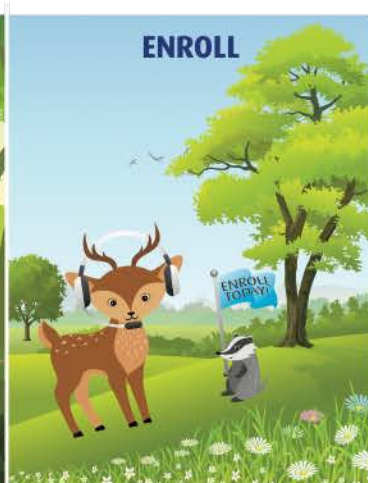
REVIEW

Review your plan options.



QUESTIONS?

Be sure to use all the tools available to find your way!



ENROLL

Beginning Nov. 7, visit www.yourbenefitscenter.com or call 844-217-8215 to enroll.



YOU MADE IT!

Rest easy, knowing you're covered!

HIRE RIGHT®

Open Enrollment Guide Book

2018
Aetna HSA Plan

Kroll HireRight RISK CORPORATE SOLUTIONS

TASK	WHY TAKE ACTION?	HOW TO	AVERAGE TIME TO COMPLETE	DUE DATE
ENROLL in your benefits 	GET THE BENEFITS YOU WANT Most of your benefits selections will automatically carry over into 2018. Take action if you want to: (1) Contribute to a Health Savings Account (HSA) effective with the first paycheck in 2018; or (2) Change your current benefits elections and/or covered dependents.	www.yourbenefitscenter.com or 1-844-217-2215	 15 minutes	Single Date: 11/8/2017 Enroll Date: 11/24/2017
ELECT HSA payroll contributions 	SAVINGS AND FLEXIBILITY You don't pay income taxes on the money you contribute to your HSA via payroll deductions. This saves you money when compared to paying for your eligible expenses out-of-pocket. Plus, your HSA rolls over each year and grows like a regular savings account. You can leave your money for when you need it.	www.yourbenefitscenter.com or 1-844-217-2215	 15 minutes	No deadline You can make your selections during Open Enrollment or at any other time during the year. You can also stop your contributions at anytime.
COMPLETE a Health Assessment 	EARN AN EMPLOYER CONTRIBUTION TO YOUR HSA Use the contribution (\$200 for employee only coverage, \$400 for all other coverage levels) to help pay for eligible out-of-pocket medical expenses such as the medical or dental plans, deductibles, copayments, etc.	www.aetna.com Click on Health Assessment under the Stay Healthy icon	 20 minutes	12/15/2017 If you complete by the date above, you will earn the employer contribution for both 2017 and 2018 plan years. If you complete between 11/8/2017 and 12/15/2018, you will earn a 2018 contribution.
COMPLETE a Hemetrix Screening 	EARN AN EMPLOYER CONTRIBUTION TO YOUR HSA Use the contribution (\$200 for employee only coverage, \$400 for all other coverage levels) to help pay for eligible out-of-pocket medical expenses such as the medical or dental plans, deductibles, copayments, etc. Log in to www.yourbenefitscenter.com and click on View My Personal Info.	1. At the office: Onsite screenings will be held in the Charlotte, Irvine, Nashville, New York City, Flston and Tulsa offices. 2. At a Quest Diagnostic Center: Go to questdiagnostics.com to find a Quest Center near you. 3. At your doctor's office	 15 minutes 15 minutes + 15 minutes +	Will be offered during February and September 2018. Watch your email for details. A screening must be completed each year to earn the employer contribution for that year. To earn a 2017 contribution, complete by 11/30/17. To earn a 2018 contribution, complete between 1/1/2018-11/30/2018. A screening must be completed each year. To earn a 2017 contribution, complete by 11/17/17. To earn a 2018 contribution, complete between

WHAT'S INSIDE

- pen Enrollment Dates and Actions 2
- that is New 2
- that is Changing 3
- that is Staying the Same 3
- Medical Insurance 4
 - Prescription Drug Benefits 6
 - Earning an Employer Contribution to Your HSA 7
 - Biweekly Payroll Contributions for Coverage 7
- dental Insurance 8
- vision Insurance 9
- Life and Disability Benefits 10
- Health Care and Dependent Care FSA 12
- commuter Benefits 13
- 401(k) Plan 13
- Other Benefits 14
- How to Enroll 16

www.yourbenefitscenter.com

MORE DETAILS CAN BE FOUND IN THE SUMMARY PLAN DESCRIPTIONS AND PLAN DOCUMENTS AVAILABLE ONLINE BY VISITING WWW.YOURBENEFITSCENTER.COM AND THEN CLICKING REGULATORY NOTICES.

DATE YOU COMPLETED

24 HOURS

BENEFITS CHECKLIST

We know you're busy. That's why we have created this important task checklist to help you manage your HSA.

SAVE TIME AND MONEY
U.S. board-certified doctors are available to resolve many common medical issues through phone or video consults. Consults are a fraction of the cost you would typically pay for an office visit.

www.teladoc.com/aetna or call 1-855-Teladoc (835-3362)

15 minutes

U.S. POSTAGE
PAID
72
PERMIT #71

2018 BENEFITS
Open Enrollment Guide

Important benefits information for Kroll, HireRight and Corporate Risk Solutions employees.

HIRE RIGHT[®]

Benefit Website

HIRE RIGHT[®]

HOME

VIDEOS

BENEFITS INFO

BENEFITS LOGIN

LIBRARY

REGULATORY NOTICES



Welcome to Your Benefits Center

The benefits website for HireRight team members.

At HireRight, we believe our team members are the foundation of our success. We offer a wide range of benefits, programs and resources that are competitive, diverse and flexible to meet your and your family's needs.

On this home page, you will find links to helpful resources and tools related to our benefits plans. If you have questions about your benefits or need help navigating the site, you can use the chat feature below to chat with a Your Benefits Center representative. Or, you may speak with a Your Benefits Center representative by calling 1-844-217-8215. Representatives are available M - F, 8:00 a.m. to 11:00 p.m. ET.

HIRE RIGHT[®]

HIRE RIGHT[®]

Postcard



GET READY TO ENROLL IN YOUR 2019 BENEFITS

Open Enrollment will take place Nov. 7-23, 2018



You Must Take Action

Open Enrollment is Nov. 7 – Nov. 23.
This year's Open Enrollment requires
you to actively enroll in order to
have healthcare coverage for 2019.
Your current elections will not
carry over.

Detailed information about your
2019 benefits options and how to
enroll will be emailed to you on
and prior to Nov. 7.

Your Benefits Center
c/o PlanSource
625 Kenmoor Ave SE, Suite 102
Grand Rapids, MI 49546

What are your communications mainly focused on?

- Biggest focus: ways for employees to save money
 - Sending employees to the benefits website
 - Utilizing employer funding for their HSA

Focusing on educating employees to save money on health care related expenses

Earn an Employer Contribution of up to \$800 to Your Health Savings Account (HSA)

- Your employer will deposit a contribution to your HSA of \$400 (employee only coverage) and \$800 (all other coverages) if you complete two simple steps: a health assessment and a biometric screening.
- Each step takes about 15 minutes and you do! have to complete both to earn a contribution. Complete one and you will receive \$200 (employee only) or \$400 (all other coverages).
- Use the employer contribution to help pay your deductible and co-insurance.

Take Advantage of Free Preventive Care!

- Your plan covers these services at 100% with no cost to you when you use in-network providers.
 - Routine physical exams
 - Immunizations
 - Screenings like colorectal cancer, mammograms (for females over age 40), and prostate (for males over age 40), as well as lung cancer for anyone over age 55 with a history of smoking.
 - Counseling for many medical issues including obesity and tobacco use

Use the Informed Health Line! (Nurseline)

- 24/7/365 FREE access to trained, registered nurses.
- Save time, money and a trip to the ER.
- Sometimes you need help deciding if you should go to a hospital or urgent care facility, or whether you can wait to see your doctor.
- Or, maybe you need help understanding a medical term, or figuring out what questions to ask your doctor? They can help with that too!
- 1-800-556-1555

Always Use In-Network Providers

- You will save if you use in-network providers vs. out-of-network providers. For example, the average cost of a skin biopsy using an in-network provider is \$129. Use an out-of-network provider and the average cost is \$511. That's a \$382 difference!
- Search for network providers on www.aetnainavigator.com by clicking on Find a Doctor, Dentist or Facility in the left hand menu.
- You can search by type of facility or provider name within your Zip code.
- Ask your doctor to send you to in-network specialists and lab services.
 - Remember, Quest Diagnostic centers are always in-network!

Compare Drug Costs with CVS

- Use the CVS Prescription Drug Savings Report
- The drug savings report will list all of your medications and note if a lower cost alternative is available. Talk to your doctor about prescribing the lower cost alternative.
- Log in at www.caremark.com. Select Prescription Drug Savings Guide under Plan & Benefits, and then click on Generate my Rx Report.











Shop and Compare with the Aetna Member Payment Estimator

- Find out how much a doctor's visit, surgery or medical procedure will cost you before you have it done.
- Search by procedure, facility, or doctor, and compare prices to figure out where to go to get the care that's right for you.
- See what the plan pays, what you are responsible for, and how much you will save with Aetna's negotiated rates.
- Sarah saved over \$470 using the tool! Sarah needed an MRI on her back. She used the tool to compare her out-of-pocket costs with different providers in her area. She found a \$471 difference in her costs between two in-network providers.
- Log on to www.aetnainavigator.com and click on Member Payment Estimator to get started.

Teladoc: Quality Care. Anytime. Anywhere. Just \$40 per visit.


- 24/7/365 access to U.S. board-certified physicians and pediatricians.
- Get advice, treatment and prescriptions for conditions such as the flu, ear infections, allergies and more with greater convenience and less expense than a doctor's office visit.
- Register NOW so it's there when you need it.
- www.teladoc.com/aetna

Focusing on educating employees to save money on health care related expenses

TASK	WHY TAKE ACTION?	HOW TO	AVERAGE TIME TO COMPLETE	DUE DATE
ENROLL in your benefits 	GET THE BENEFITS YOU WANT Most of your benefits elections will automatically carry over into 2018. Take action if you want to: (1) Contribute to a Health Savings Account (HSA) effective with the first paycheck in 2018; or (2) Change your current benefits elections and/or covered dependents.	www.yourbenefitscenter.com or 1-844-217-8215	 15 minutes	Begin Date: 11/8/2017 End Date: 11/24/2017
ELECT HSA payroll contributions 	SAVINGS AND FLEXIBILITY You don't pay income taxes on the money you contribute to your HSA via payroll deductions. This saves you money when compared to paying for your eligible expenses out-of-pocket. Plus, your HSA rolls over each year and grows like a regular savings account. You can save your money for when you need it.	www.yourbenefitscenter.com or 1-844-217-8215	 15 minutes	No deadline You can make your elections during Open Enrollment or at any other time during the year. You can also stop your contributions at anytime.
COMPLETE a Health Assessment 	EARN AN EMPLOYER CONTRIBUTION TO YOUR HSA Use the contribution (\$500 for employee only coverage; \$400 for all other coverage levels) to help pay for eligible out-of-pocket medical expenses such as the medical or dental plans deductibles, coinsurance, etc.	www.aetnavigators.com Click on Health Assessment under the Stay Healthy icon	 20 minutes	12/15/2017 If you complete by the date above, you will earn the employer contribution for both 2017 and 2018 plan years. If you complete between 11/8/2017 and 12/15/2018, you will earn a 2018 contribution.
COMPLETE a Biometric Screening (one of three ways) 	EARN AN EMPLOYER CONTRIBUTION TO YOUR HSA Use the contribution (\$200 for employee only coverage; \$400 for all other coverage levels) to help pay for eligible out-of-pocket medical expenses such as the medical or dental plans deductibles, coinsurance, etc. Log in to www.yourbenefitscenter.com and click on View My Personal Info.	<ol style="list-style-type: none"> At the office. Onsite screenings will be held in the Charlotte, Irvine, Nashville, New York City, Reston and Tulsa offices. At a Quest Diagnostic Center. Go to https://my.questforhealth.com to find a Quest Center near you. At your doctor's office 	 15 minutes	Will be offered during February and September 2018 . Watch your email for details.
			 15 minutes + commuter time	A screening must be completed each year to earn the employer contribution for that year. To earn a 2017 contribution, complete by 11/30/17. To earn a 2018 contribution, complete between 1/1/2018-11/30/2018.
			 15 minutes + commuter time	A screening must be completed each year. To earn a 2017 contribution, complete by 11/1/17. To earn a 2018 contribution, complete between 1/1/2018-11/1/2018.

DATE YOU COMPLETED ✓
ENROLL in your benefits
ELECT HSA payroll contributions
COMPLETE a Health Assessment
COMPLETE a Biometric Screening

REGISTER to use Teladoc



24 hours


BENEFITS CHECKLIST

We know you're busy. That is why we have created this important task checklist to help you manage your HSA.

SAVE TIME AND MONEY


U.S. board-certified doctors are available to resolve many common medical issues through phone or video consults. Consults are a fraction of the cost you would typically pay for an office visit.

www.teladoc.com/aetna
 or call 1-855-Teladoc (835-2362)






15 minutes

You must pre-register before you can use the service.



www.yourbenefitscenter.com
 Your Benefits Center at 1-844-217-8215

How have your communications changed over the years?

- Tone is more informal, casual, but to the point
- Messaging is simplified because we have a variety of resources to back them up
 - Workforce has changed – savings is a bigger priority
 - Moving towards more digital communication methods

What are the most important benefits you've experienced from using PlanSource for employee communications?

- Employees have more advanced knowledge about their benefits than before
- The benefits have their own brand that's unified across all materials and aligns with corporate brand
 - Saves us a ton of time

What are the most important benefits you've experienced from using PlanSource for employee communications?

- We can focus on the strategy behind the communications without having to worry about the look and feel (not HR's area of expertise)

What have you learned that might help other HR professionals?

- Keep it short!
- You can never communicate enough
 - Pictures and graphics help a ton
- Get outside help! Even just a nice brochure vs. a standard memo doesn't cost too much money and makes a huge difference

How is the HireRight benefits communication strategy evolving in the future?

- Continually finding ways for employees to save money on health care
 - Utilization of the HSA
 - Optimizing communications for digital channels



Q&A

Get in touch with us

www.plansource.com/getintouch

877-735-0468

SHRM: Activity 19-CWT4J | HRCI: 399160