

### Improve employees' **benefits literacy** and satisfaction

Educating your employees about healthcare and employee benefits throughout the year is **crucial to ensure they understand and make the most of their benefits—and maximize the company's investment in benefits**. Year-round education not only helps improve employees' overall satisfaction but also promotes better health and financial well-being.

We've compiled some strategies for you to consider and provided examples of how Flimp can help you accomplish each one.



Learn More About Our  
Digital Postcard Library

Check Out Our  
Benefits Comms Calendar



Learn More About  
Flimp Decisions

### Effective Communication Strategies

#### Dedicated Microsite

Create a Benefits Showcase or Resource Center where employees can quickly find answers and all the information they need about their benefits. Organize all of your materials by topic including SBCs, FAQs, guides, brochures, forms, websites, contact info and more. You can also include a resource library with articles, videos and interactive tools to help employees understand complex healthcare and benefits topics. Make sure it's accessible from work and home so family members or partners can share in the knowledge too.

→ [View a Benefits Showcase Example](#)

#### Regular Communication

Establish a regular schedule for communication about benefits—get ideas from our Benefits Comms Calendar. Send out monthly or quarterly Digital Postcards or newsletters to keep employees informed about any updates, changes, reminders related to their benefits or just for general education on wellness topics to let them know you care about their health. Be sure to share via multiple channels (email, text message, social media, Slack, etc) to ensure you reach everyone.

→ [View Our Digital Postcard Library with 60+ Templates](#)

#### Decision-Support Tools

Offer a tool to help new and existing employees choose the best healthcare plan for their and their family's needs. When choosing a solution, make sure it's anonymous, fast and easy (like our tool, Flimp Decisions).

→ [Try the Flimp Decisions Demo](#)



### Onboarding

Start by providing comprehensive benefits information during the employee-orientation process. This initial session can set the tone for the importance of benefits and how they work within your organization. But, remember, employees often suffer information overload so use your microsite to make all the information easily accessible 24/7/365.

→ [View an Onboarding Resource Center Example](#)

### Benefits Fairs

Organize annual or semi-annual benefits fairs where employees can interact with insurance providers, ask questions, and gather information. Whether virtual or in person, these events can be educational and engaging.

→ [View Virtual Benefits Fair Examples](#)

### Gamification

Create benefits-related quizzes with answers that can be found on your benefits microsite. And offer prizes as an incentive. This encourages employees to explore the microsite to find information, while gaining benefits knowledge.

→ [View a Quiz Example in a Digital Postcard](#)

### Videos

Create custom videos to explain your benefits offerings, welcome new hires, announce open enrollment, etc. You can also leverage off-the-shelf videos from our HR Benefits Video Library to explain common topics.

→ [View Six Customized-Video Examples](#)

### Wellness Programs

Introduce wellness programs that tie into your benefits offerings. Promote healthy lifestyles and provide incentives for participation. This can also be an excellent opportunity to educate employees about preventive care and wellness-related benefits.

→ [View a Wellness Program in a Digital Postcard](#)

### Multiple Languages

If you have a dispersed workforce and/or employees in multiple countries, you probably have employees whose first language isn't English. It's important to provide materials in your employees' native languages to ensure they fully understand your benefit offerings.

→ [View a Digital Postcard Example with Two Languages](#)

### Benefit Surveys

Periodically conduct surveys to gauge employee satisfaction with benefits and identify areas for improvement. You'll not only receive helpful information you can use to make adjustments, but you'll also make your employees feel valued.

→ [View a Digital Postcard with a Post-OE Survey](#)



Check Out Our  
HR Benefits Video Library





### Lunch-and-Learn Sessions

Host periodic lunch-and-learns where employees can learn about specific aspects of their benefits while enjoying a meal. This informal setting can encourage questions and discussions. After the event, you can post the recording on your benefits microsite for those who could not attend and/or future reference for any employee.

→ [View a Showcase with a Page for Lunch-and-Learns](#)

### Feedback Channels

Create a feedback mechanism for employees to express their concerns or suggestions regarding benefits. This can help you tailor your educational efforts to meet their needs. You can embed a form on your benefits microsite or put a suggestion box outside your office if you prefer an old-school approach and your employees are mostly in the office.

→ [View a Showcase with a Feedback Form](#)

### Legal Compliance

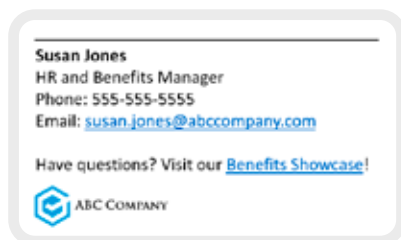
Ensure that you're compliant with all relevant laws and regulations concerning benefits. Communicate any legal changes that may impact your employees. Consider adding a page to your benefits microsite for year-round visibility.

→ [View a Showcase with a Page for Required Notifications](#)

### HR Email Signatures and QR Codes

HR teams should make it a practice to link the microsite in their email signatures so employees are trained to access it for more info before they reach out with questions. You can also add QR codes linked to the microsite on printed posters or table tents in the breakroom and postcards or flyers mailed to employees' homes. This should help to reduce repetitive emails and phone calls with the same questions from employees.

→ [View Signature and QR Code Examples to the Left](#)



## Consistency and Repetition Are Key

Keep the communications flowing throughout the year and be ready to adapt your strategies as your employees' needs and circumstances change.

By taking a proactive and employee-centric approach to benefits education, you can **help your employees make informed choices, improve their overall satisfaction and maximize the value they derive from their benefits.**

Contact your account manager with questions or to schedule a consultation to discuss your year-round employee-communication strategy.