

# COMMUNICATIONS

Looking for ways to effectively communicate during open enrollment, reach a non-English speaking population, educate your employees on consumer driven health plans (CDHPs), or effectively distribute important materials? The Willis Human Capital Communications Practice provides benefit communication strategies to meet the needs of your HR team and your employees. Employees who are engaged and well-informed participate more enthusiastically in benefits programs, which increase job satisfaction and hence productivity. It all starts with effective communication.

## GETTING THE MESSAGE OUT

### BRANDING

Branded campaign materials provide a cohesive presentation your employees will recognize and respond to. We can help you develop both a message and look for all your benefit materials.



### ENROLLMENT MATERIALS

Willis focuses on concise, well-crafted enrollment messages. We have developed a variety of approaches to customizing benefit guides, from a quick overview of a specific plan to an in-depth review of all your benefit programs. In developing a communications plan, we will consider posters, postcards and electronic media to help get your message out quickly.

### FULFILLMENT/INVENTORY MANAGEMENT

Tired of stuffing enrollment materials into envelopes each year or storing boxes of new hire materials? Willis can provide you with fulfillment options for any mailing and can assist in managing your materials for distribution throughout the year.

### EDUCATION

Communication does not stop when enrollment closes. We know the importance of providing employees with information regarding their benefits throughout the plan year, when employees are actively using

the plan and need to be educated and engaged. The Willis team is skilled at reaching out to employees on topics ranging from wellness to deciphering an EOB (explanation of benefits).

## TOTAL COMPENSATION STATEMENTS

Total compensation or benefits statements show employees the full compensation they receive in exchange for working for your company. Willis has a variety of personalized benefits statement options to meet your needs.

## TRANSLATION

The Willis team can help you reach all your employees, regardless of the language they speak. We also can tailor communications for a particular audience so the message is not lost in translation.

Whether we're revamping a tested product or designing something that's totally unique to your company, the Willis Human Capital Communications Practice can help you explore your options and work with you to manage the process, from initial draft to final delivery.

## INNOVATION

At Willis we use the most up-to-date communication tools to strengthen your communication strategy. Since employees learn differently, we can employ several communication methods to make sure you reach your entire population.

Our dedication to innovation also applies to print communications. Our direct-to-print technology and up-to-date digital print options provide our clients with a variety of opportunities for quick, quality, eye-catching and professionally developed materials, including personalized materials. If you are looking for a fresh and effective way to engage your employees, Willis can help you implement one of the following approaches.

## TEXT MESSAGING

Text messaging is a new way to grab your employees' attention. You can send reminders and benefits updates directly to your employees' cell phones. In today's mobile society, many individuals rely on text messaging to keep in touch with family and friends, as well as keeping up-to-date on the news. Staying informed about timely and important benefits information is the next logical step.

## ONLINE BENEFITS PRESENTATIONS

In addition to our suite of printed enrollment products, Willis now offers self-guided, electronic web-based enrollment presentation capabilities. This provides you with a vehicle to deliver enrollment presentations via email or CD using Adobe Presenter. The result is instant access to compelling media presentations that ensure maximum transfer of knowledge in minimum time by turning drab presentations into captivating multimedia experiences with audio and visual components. Employees can stop and start the show at will.

## BENEFITS INFORMATION PORTAL

Benefits portals not only empower employees to find the answers to their benefits questions but also provide the tools to make educated decisions about their benefits choices. We work with you to set up websites that are extensions of your Human Resources Department on the internet, offering not only plan facts and figures but useful resources for decision making and additional program information.

## CONTACT

Please contact your Willis Client Advocate® to learn more about how Willis partners with HR to manage human capital costs – one employee at a time.